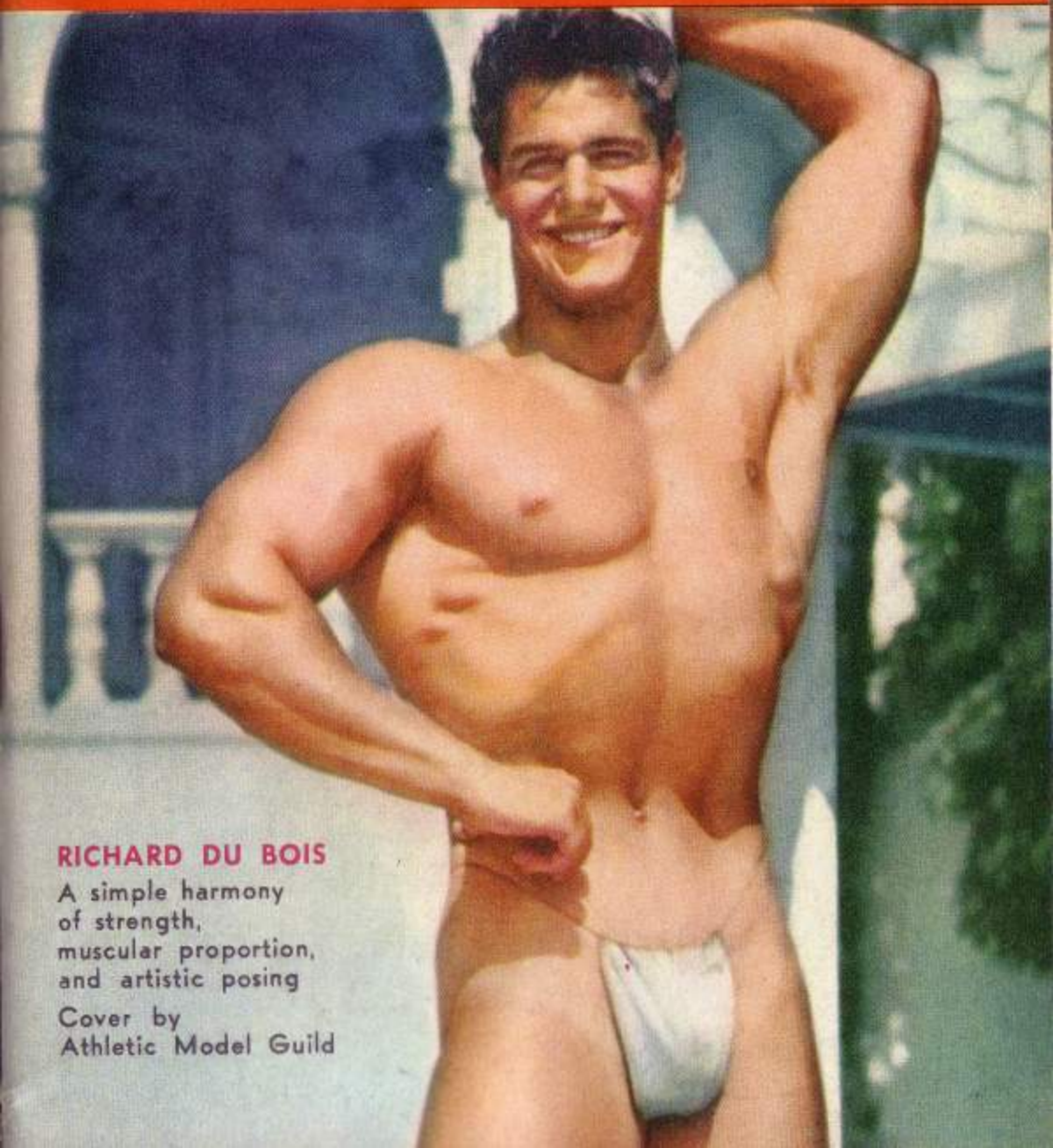
MAY/25c

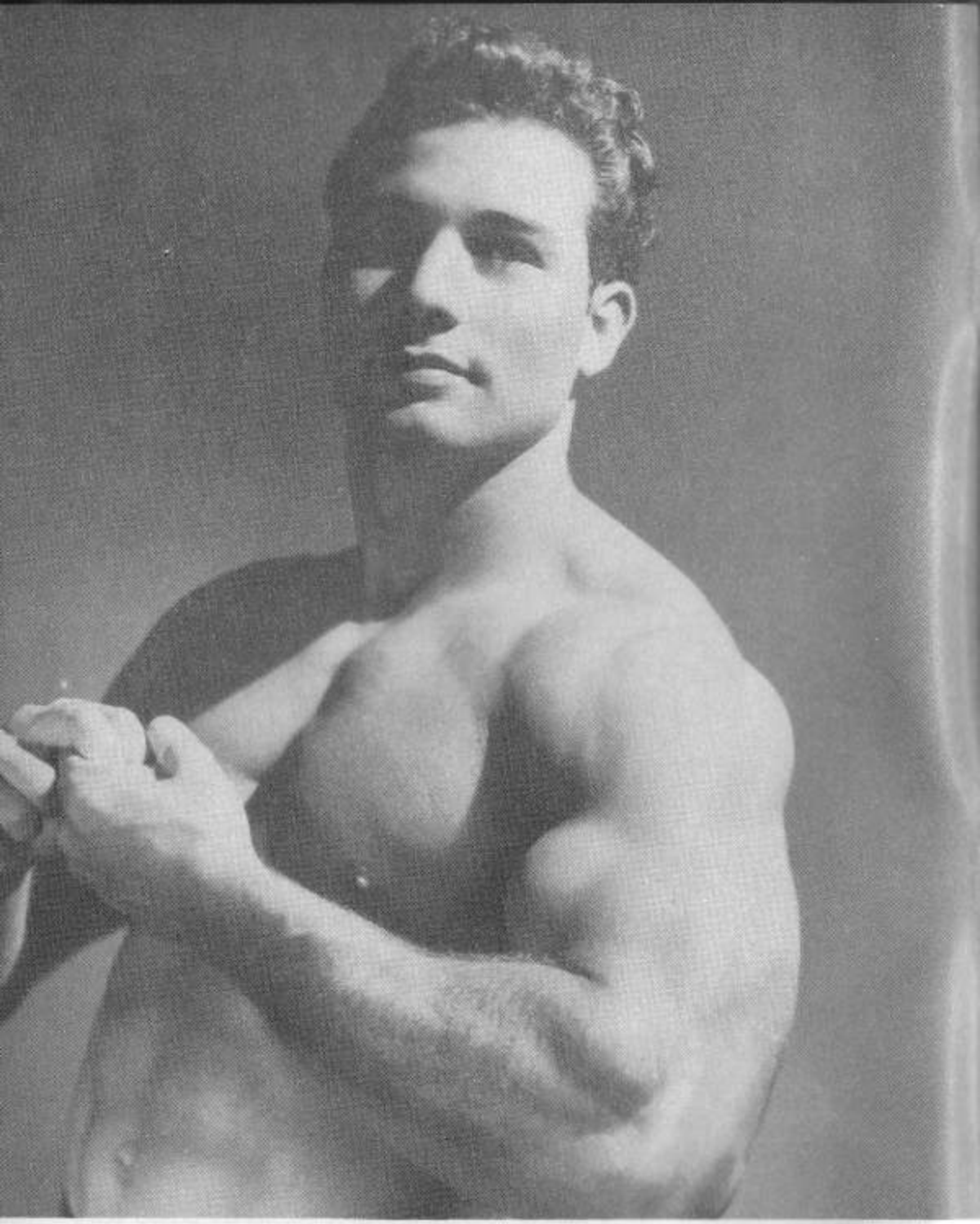
Body Beautiful

STUDIES IN MASCULINE ART



RICHARD DU BOIS
A simple harmony of strength, muscular proportion, and artistic posing

Cover by Athletic Model Guild

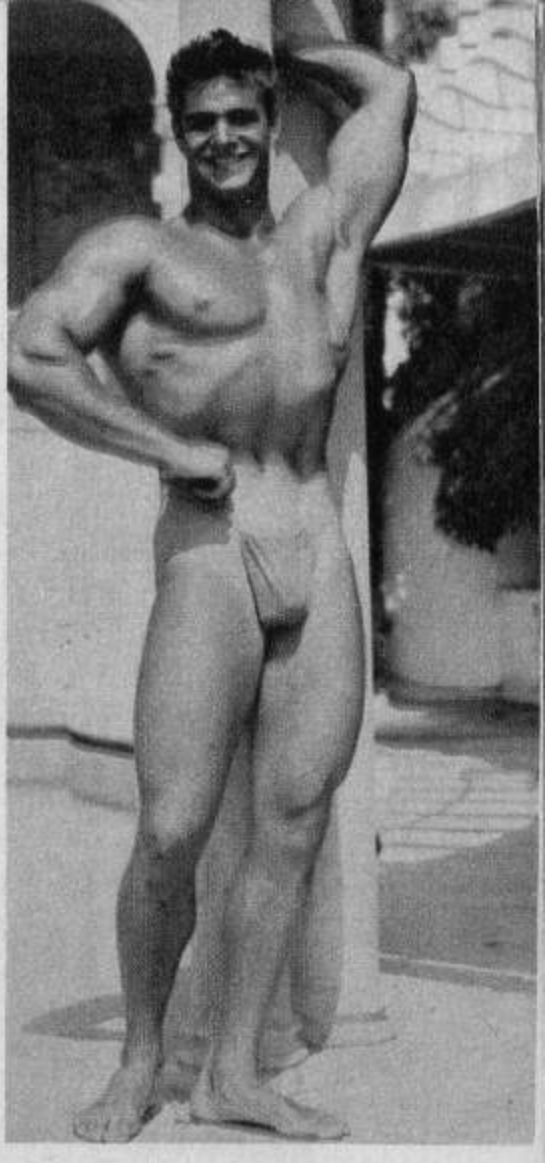


HARRY SCHWARTZ by Spartan

The feel of his muscles rival the toughness of steel

RICHARD DUBOIS
by Athletic Model Guild

The very American
Mr. America



Foreword

The last two decades have witnessed a triumphant rebirth of interest in bodybuilding such as the world has never known since the inception of the Olympic Games of twenty centuries ago.

These twenty golden years of physical culture, as we know it today, have been fraught with some horrendous mistakes, to be sure, but the ultimate good achieved has so overwhelmingly outweighed these natural errors as to make them seem, in retrospect, remote and trifling.

We have seen standards of musculature change like the wind. The ideal 15 inch arm of a decade ago seems almost anemic by comparison with today's 18 inch biceps. Last year's 42 inch chest is contrasted punily with today's 50 inchers. Yesterday's undeveloped midsection hides in shame from the knife-sharp definition of today's abdominal classicism.

Yet with all the good accom- (*Continued on page* 46)

MAY 1955, VOL. 1, NO. 4. Published bi-monthly by Body Beautiful Publications, 16 Hopkins Avenue, Jersey City, N. J. Printed in the U.S.A.

the rolling surf of the Pacific Ocean, and
the lush tropical foliage of Southern California,
make an appropriate background for
ED FURY as he epitomizes the sentiment of
SIR EDWARD DYER'S poem, written in 1575

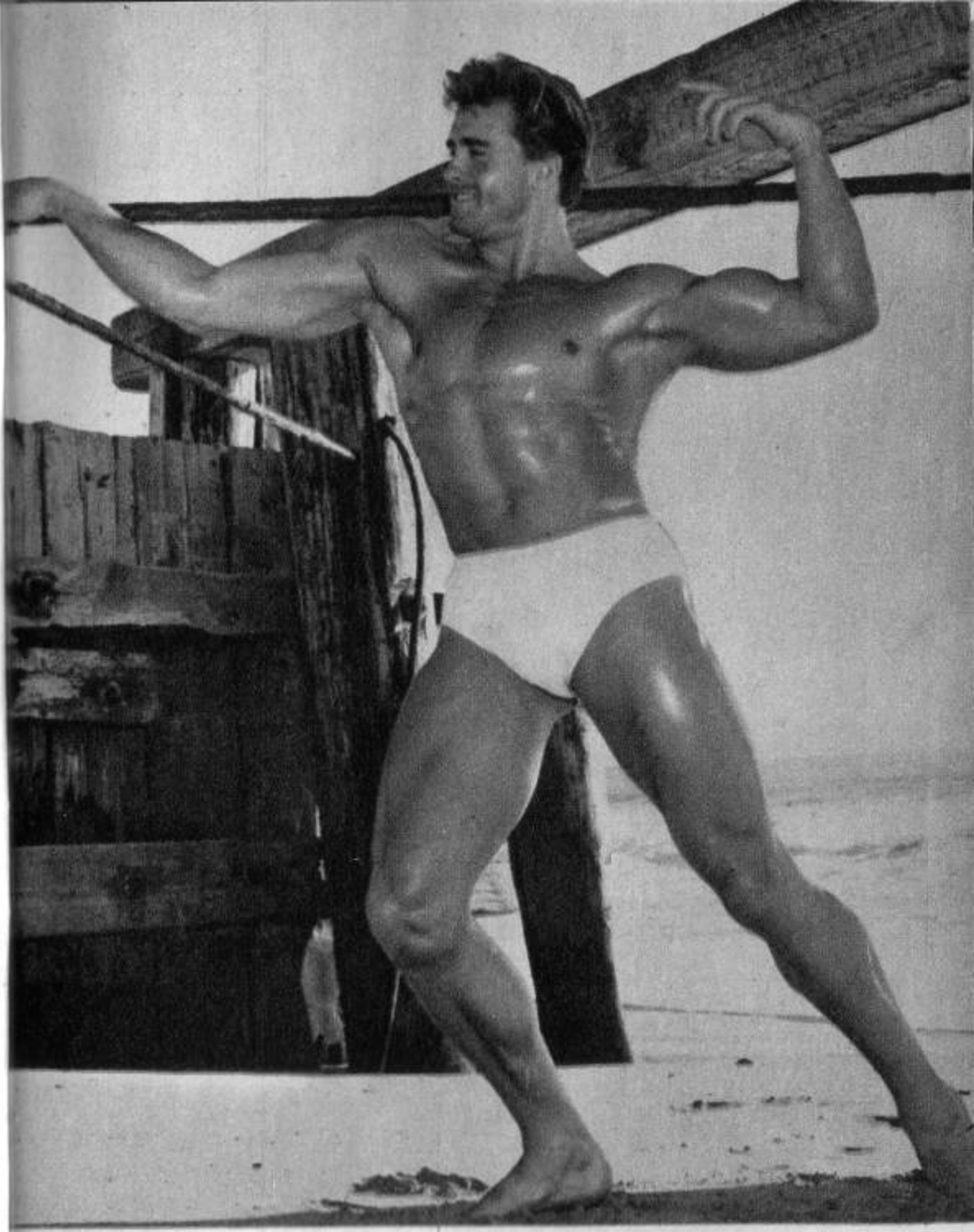
MY MIND TO ME A KINGDOM IS

My mind to me a kingdom is,
Such present joys therein I find
That it excels all other bliss
That earth affords or grows by kind:
Though much I want which most would have,
Yet still my mind forbids to crave.

No princely pomp, no wealthy store,
No force to win the victory,
No shape to feed a loving eye;
No wily wit to salve a sore,
To none of these I yield as thrall:
For why? My mind doth serve for all.

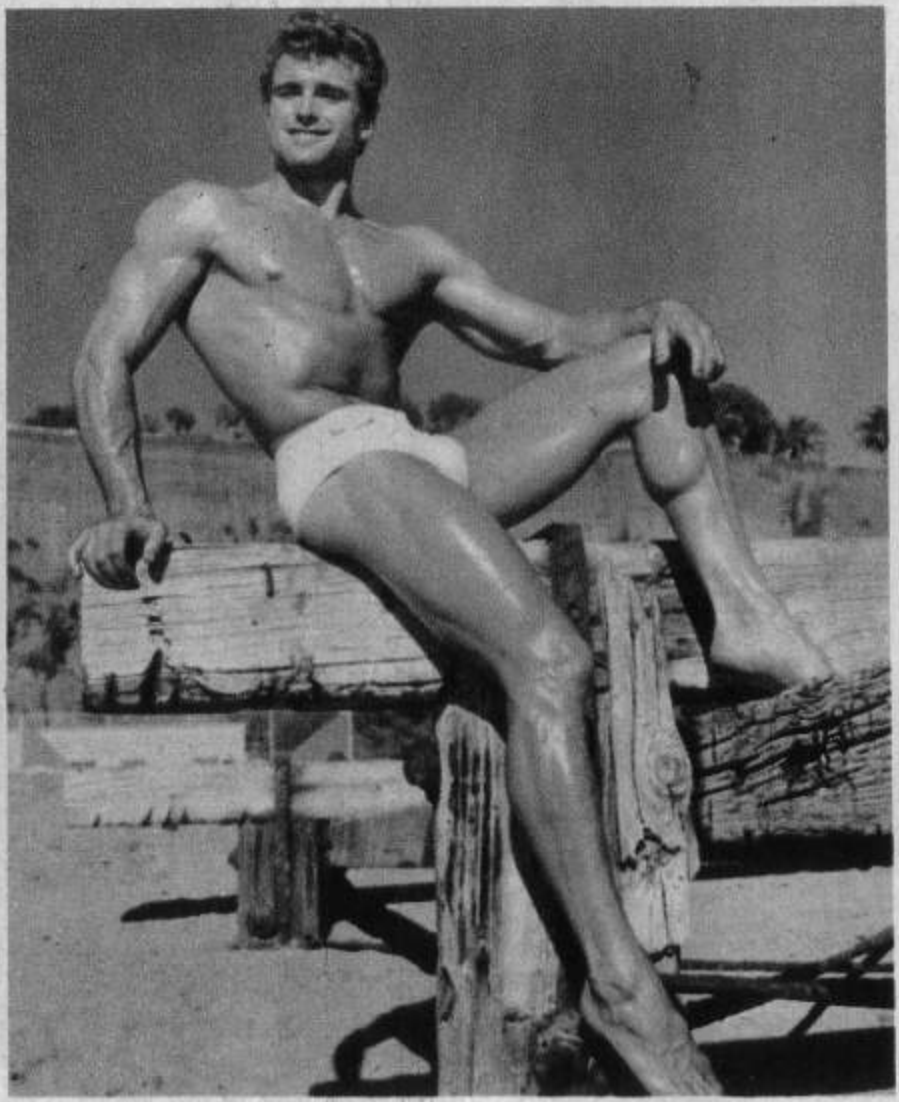
Content to live, this is my stay;
I seek no more than may suffice;
I press to hear no haughty sway;
Look, what I lack my mind supplies;
Lo, thus I triumph like a king,
Content with that my mind doth bring.

Some have too much, yet still do crave;
I little have, and seek no more.
They are but poor, though much they have,
And I am rich with little store:
They poor, I rich; they beg, I give;
They lack, I leave; they pine, I live.

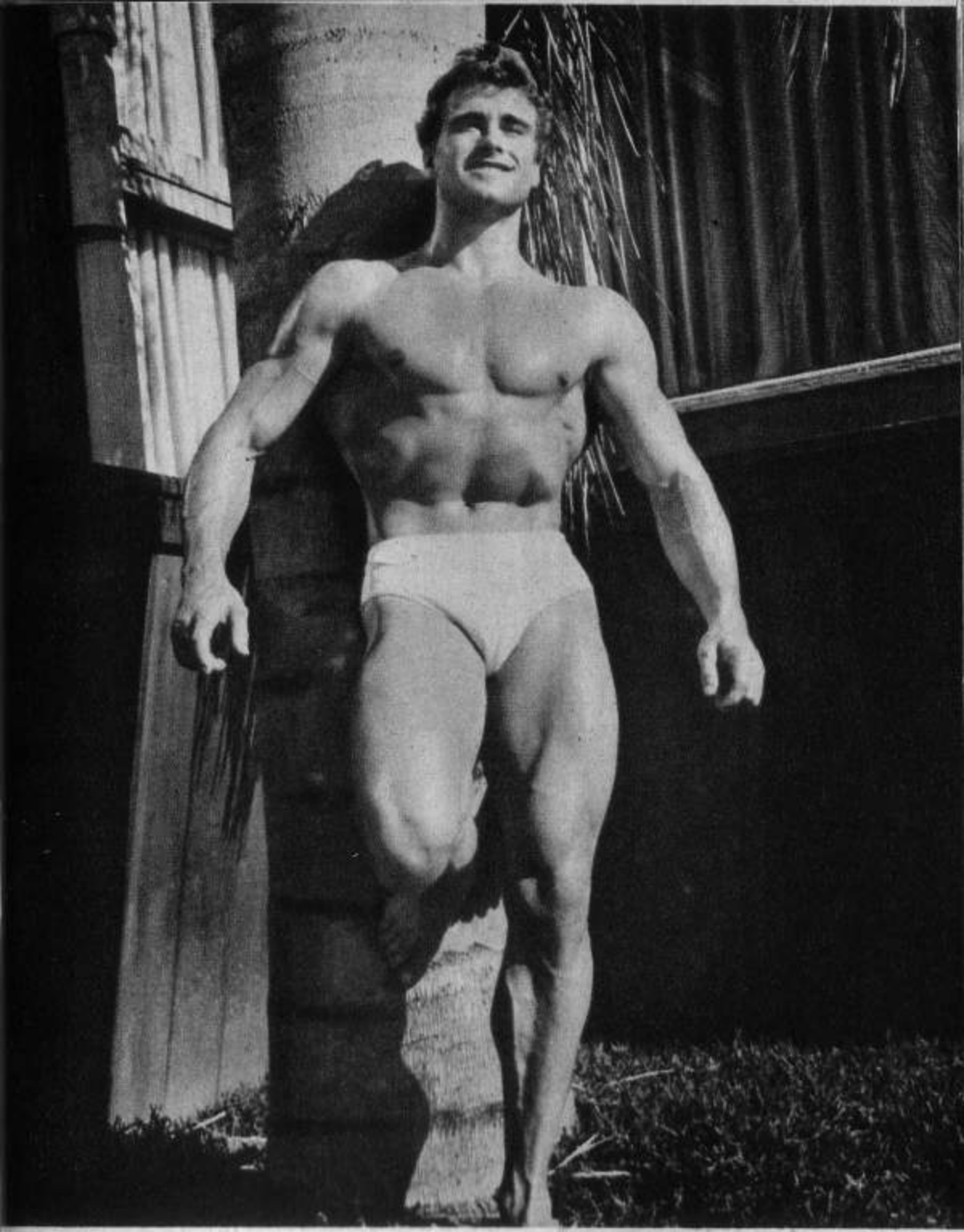


"Content to live, this is my stay;"

I laugh not at another's loss;
I grudge not at another's pain;
No worldly waves my mind can toss;
My state at one doth still remain:
I fear no foe, I fawn no friend;
I loathe not life, nor dread my end.

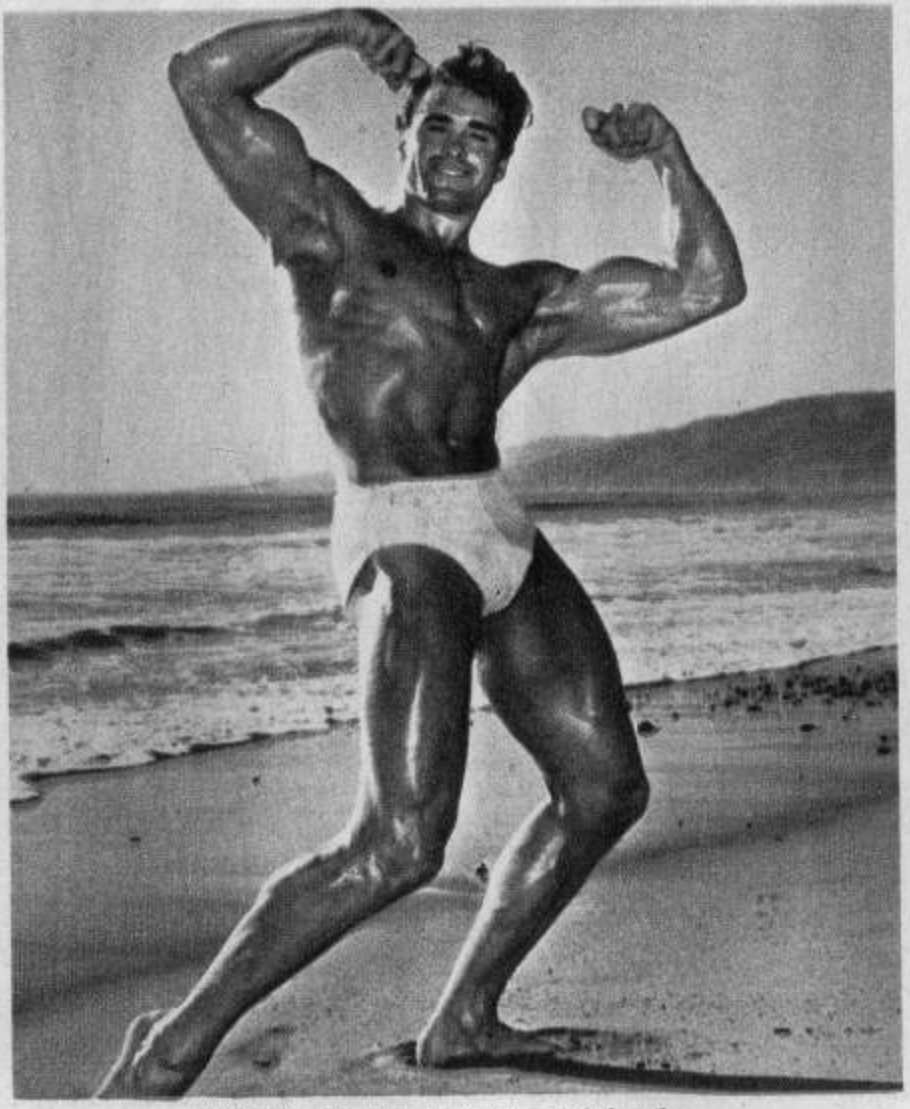


"Lo, thus I triumph like a king,
Content with that my mind doth bring."

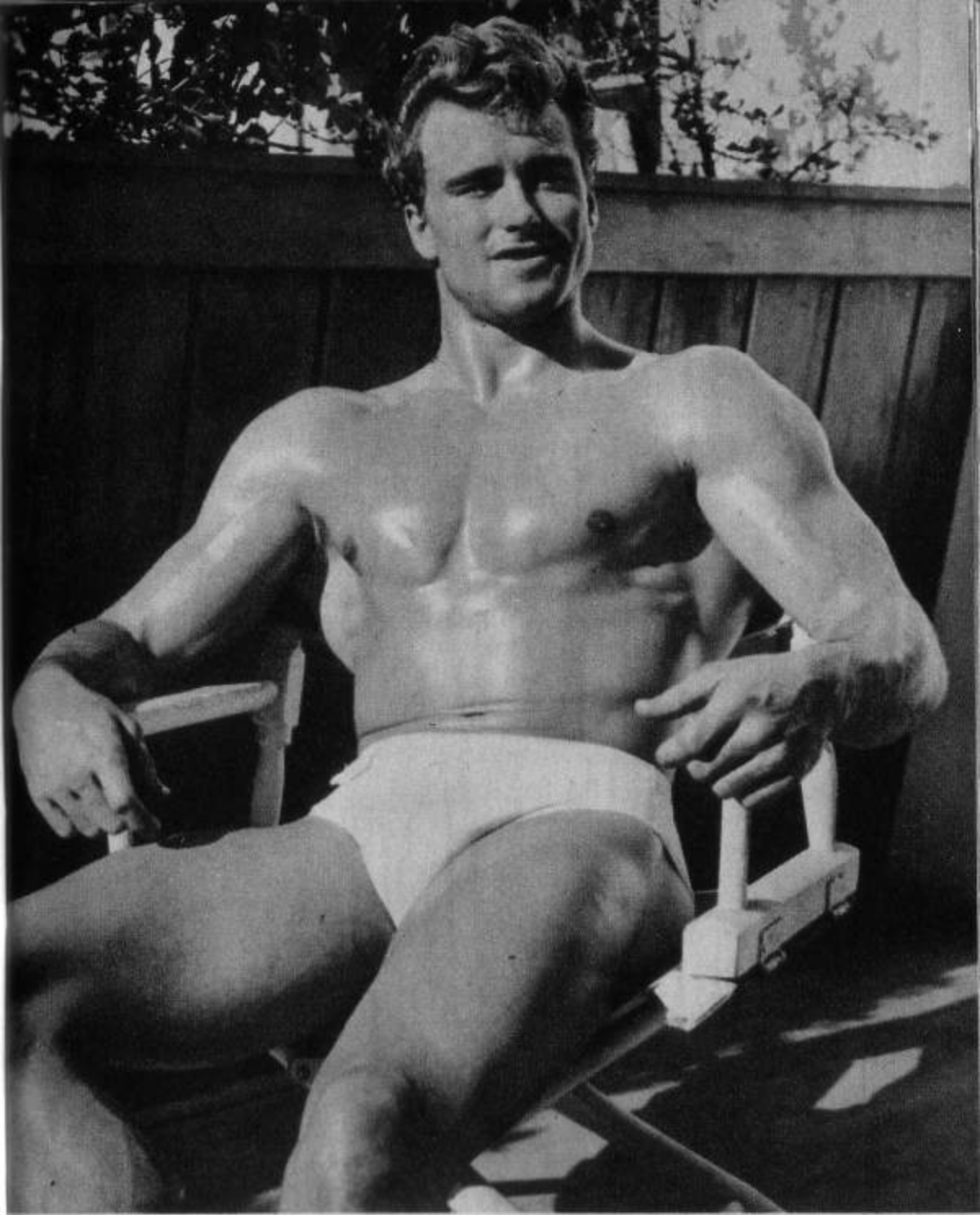


"They poor, I rich; they beg, I give;
They lack, I leave; they pine, I live."

My wealth is health and perfect ease;
My conscience clear my chief defense;
I neither seek my bribes to please,
Nor by deceit to breed offence:
Thus do I live; thus will I die;
Would all did so well as I!

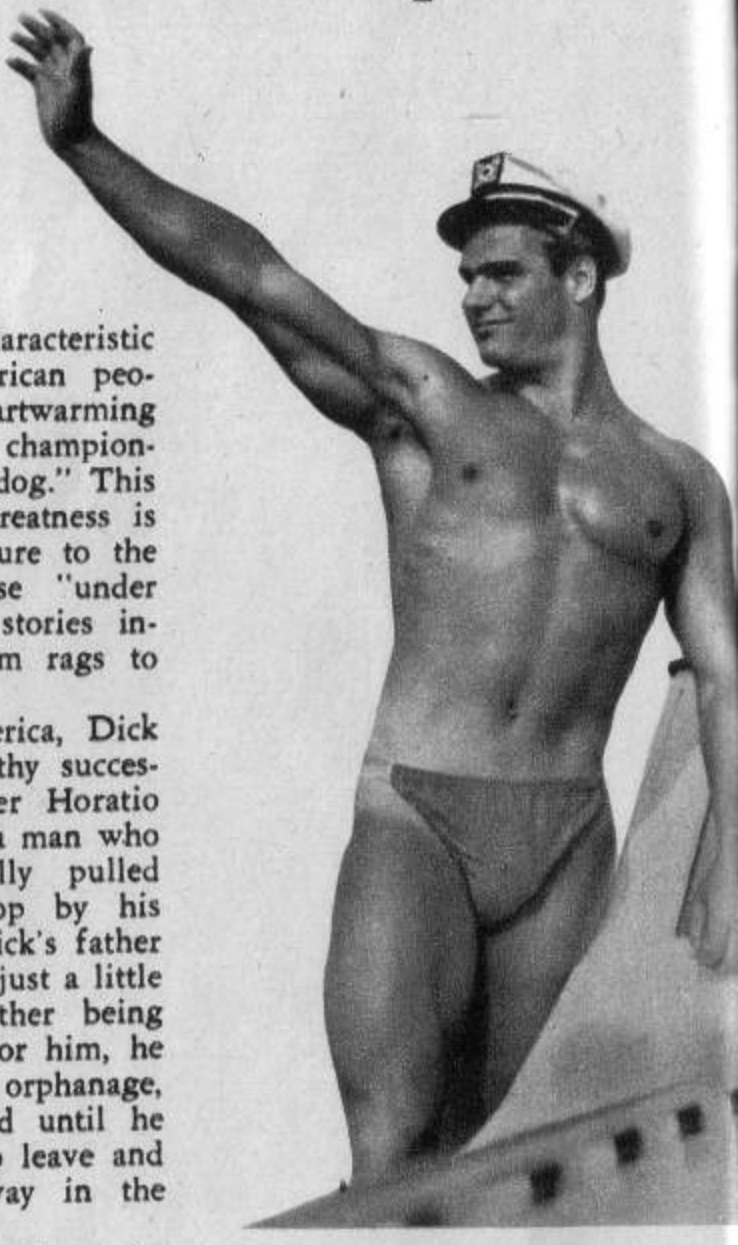


"I fear no foe, I fawn no friend;
I loathe not life, nor dread my end.



"My wealth is health and perfect ease;"

DICK du BOIS Homespun Hero



DICK DU BOIS
Athletic Model Guild

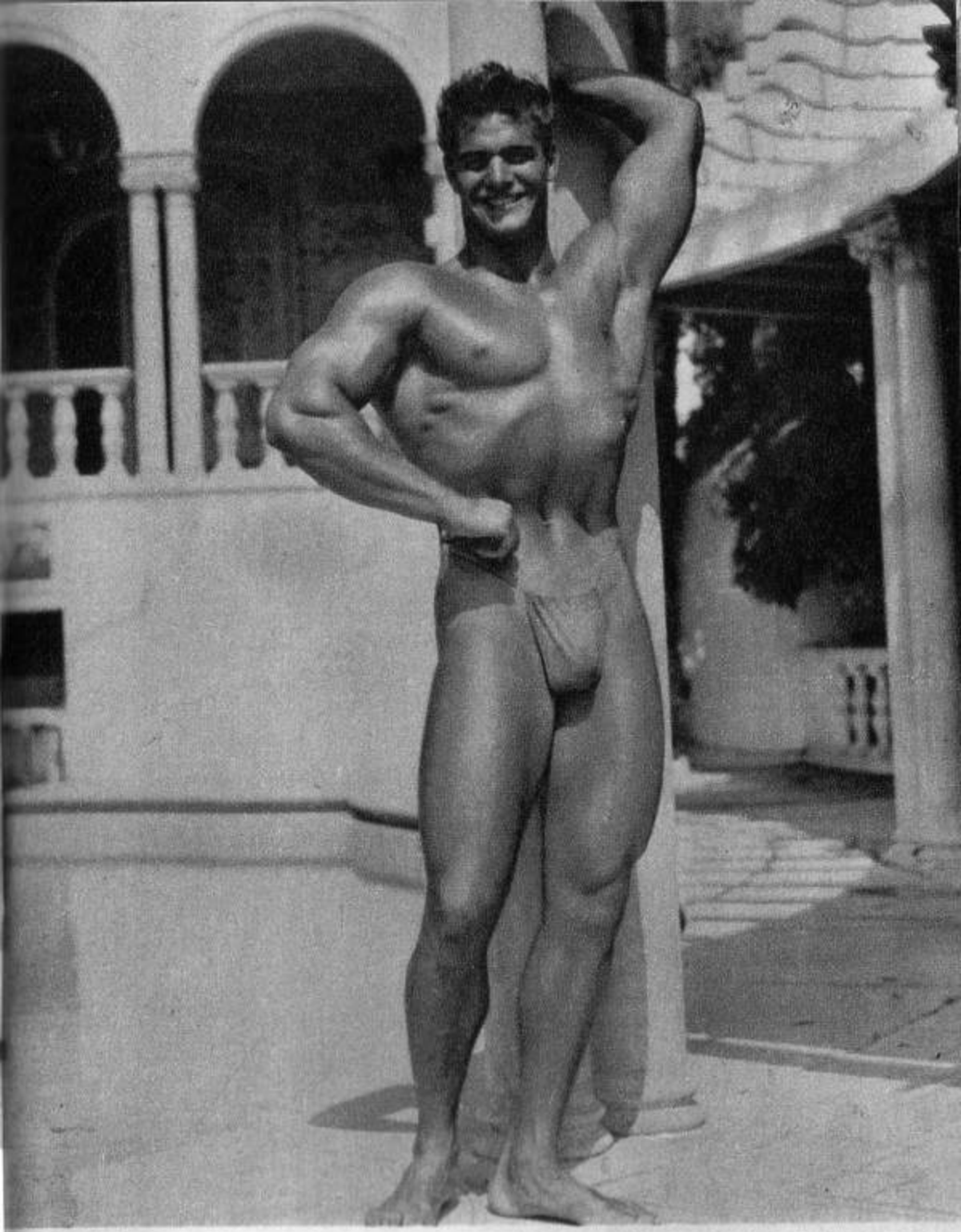
Mr. "A" makes like Jack Tar

Of all the characteristic traits of the American people, none is so heartwarming as their traditional championing of the "under dog." This country's rise to greatness is due in large measure to the thousands of those "under dogs" whose life stories invariably read "from rags to riches."

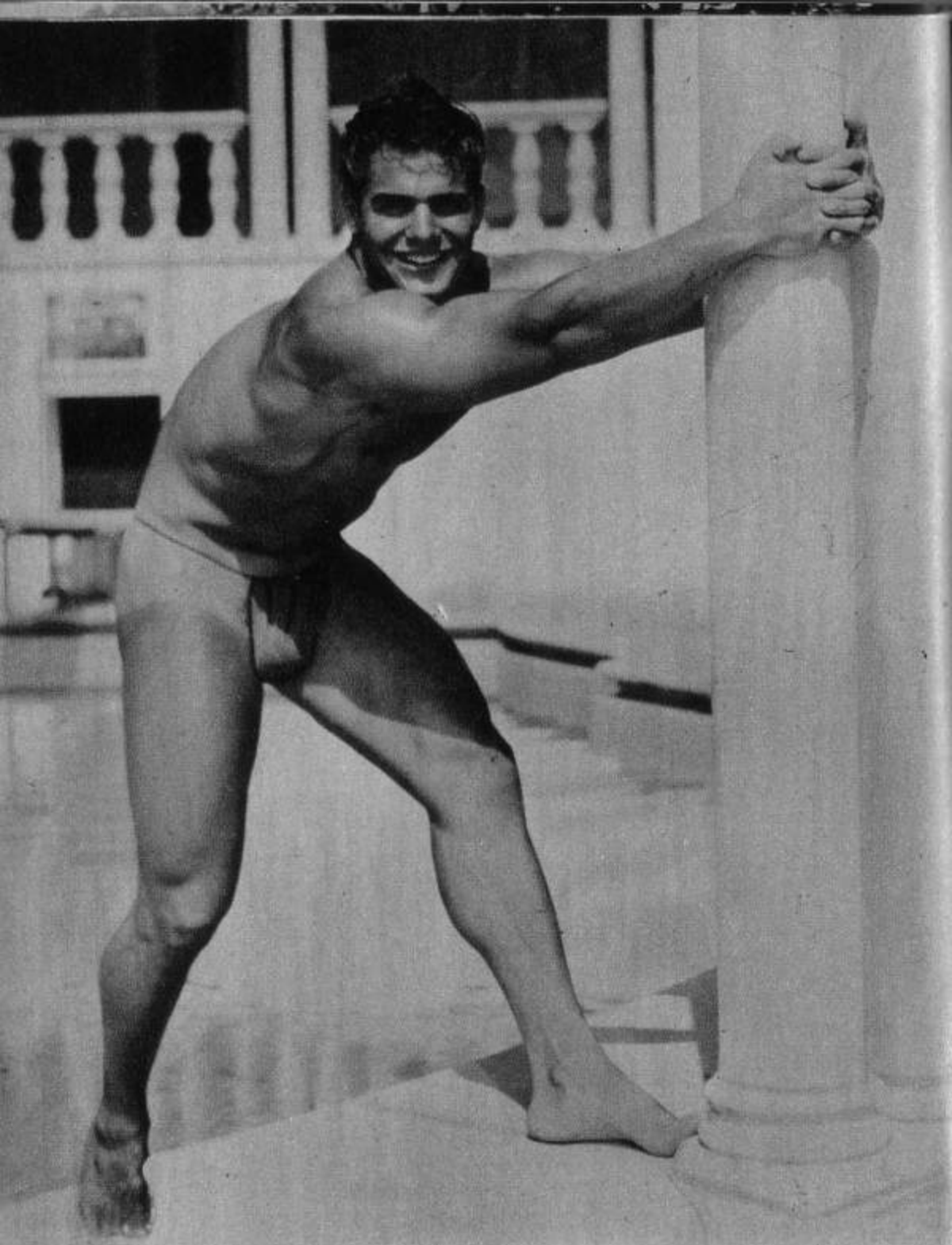
1954's Mr. America, Dick du Bois, is a worthy successor to those earlier Horatio Alger heroes . . . a man who has almost literally pulled himself to the top by his own bootstraps. Dick's father died when he was just a little boy, and his mother being too poor to care for him, he was placed in an orphanage, where he remained until he was old enough to leave and make his own way in the world.

Dick early evinced an in-

(*Continued on page* 52)



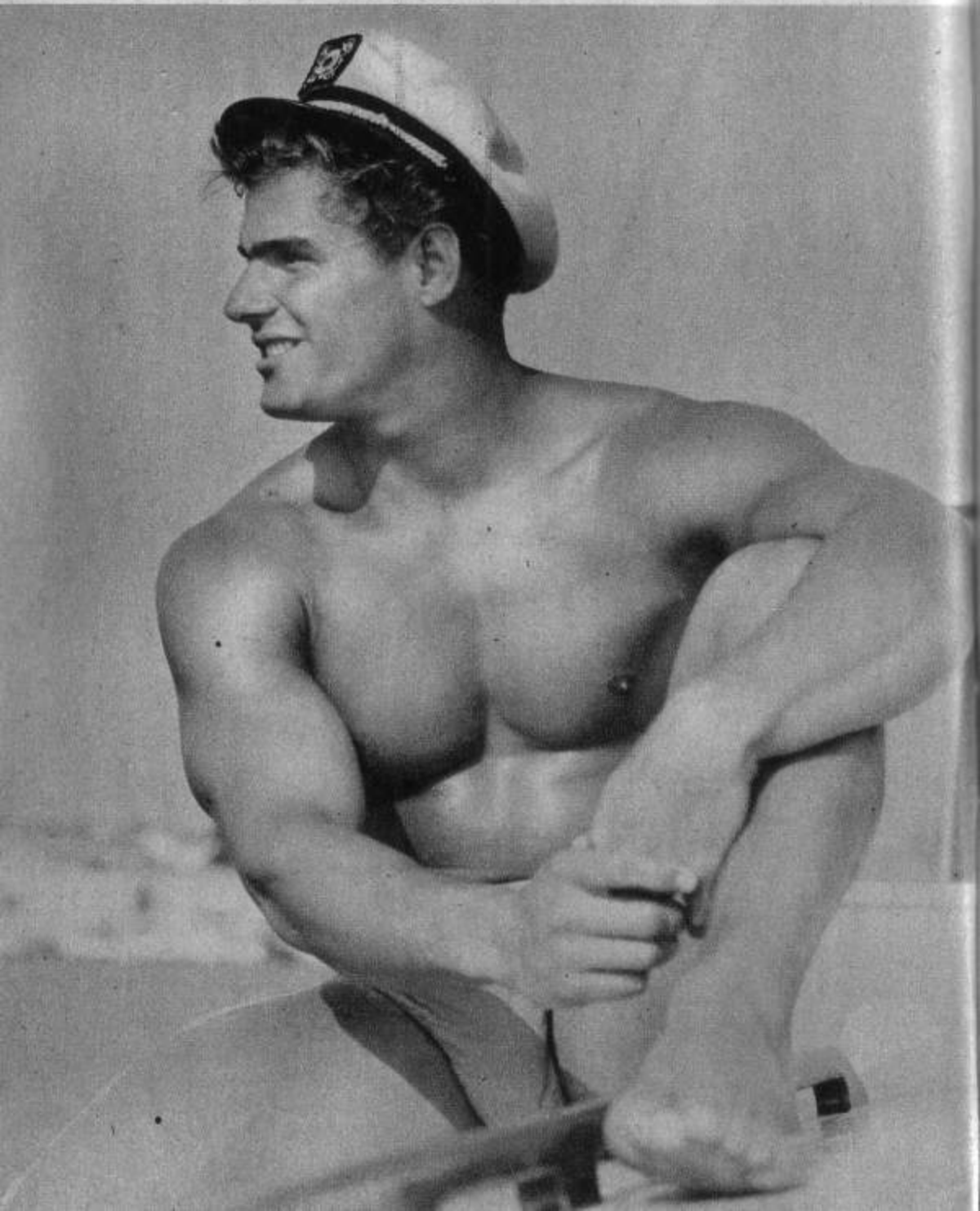
A million dollar smile and a million dollar body

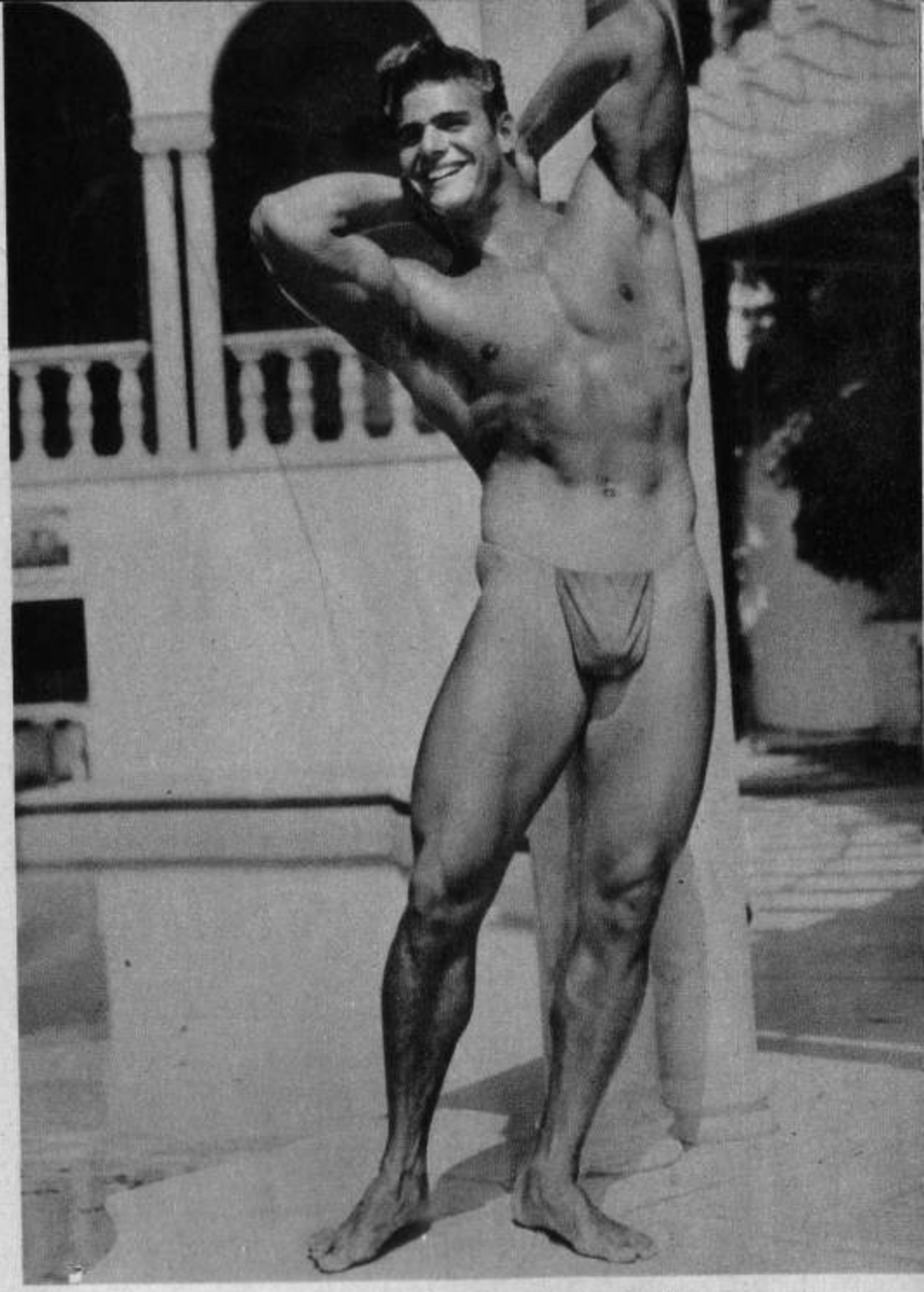


"Come on in the water's fine!"

Tanned Titan in sunlit ease

Dick surveys the broad Pacific

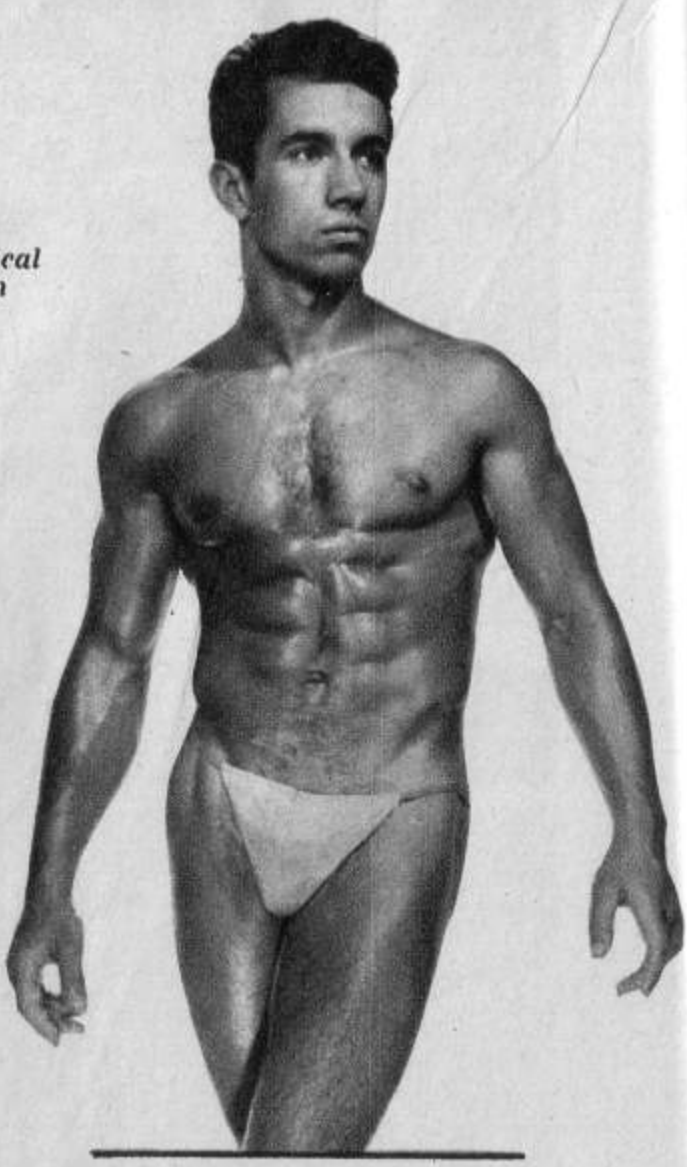




Mr. America in a moment of leisure

TOM MACDONALD
by Lon

Serious and symmetrical are the words for Tom

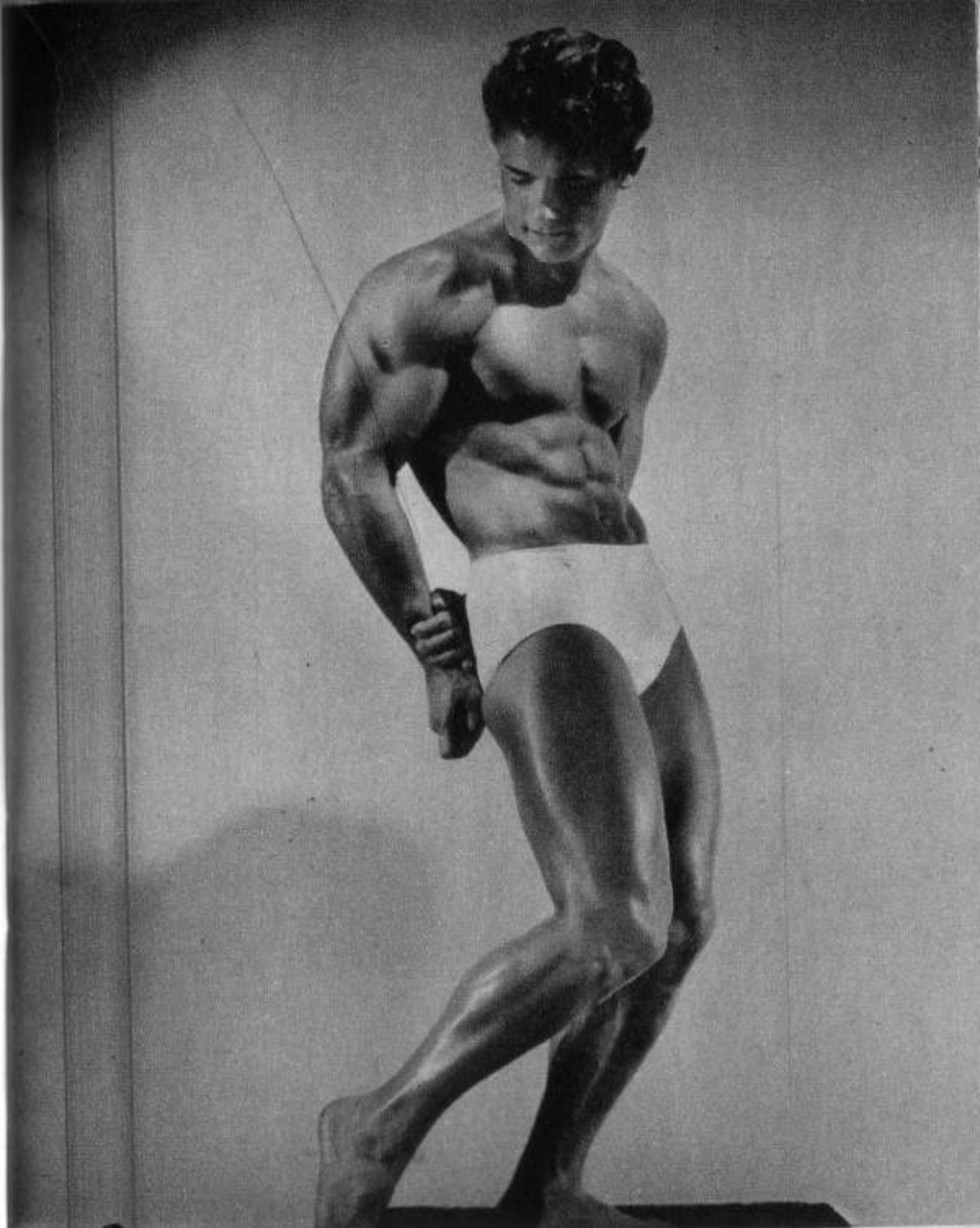


STAR GAZING

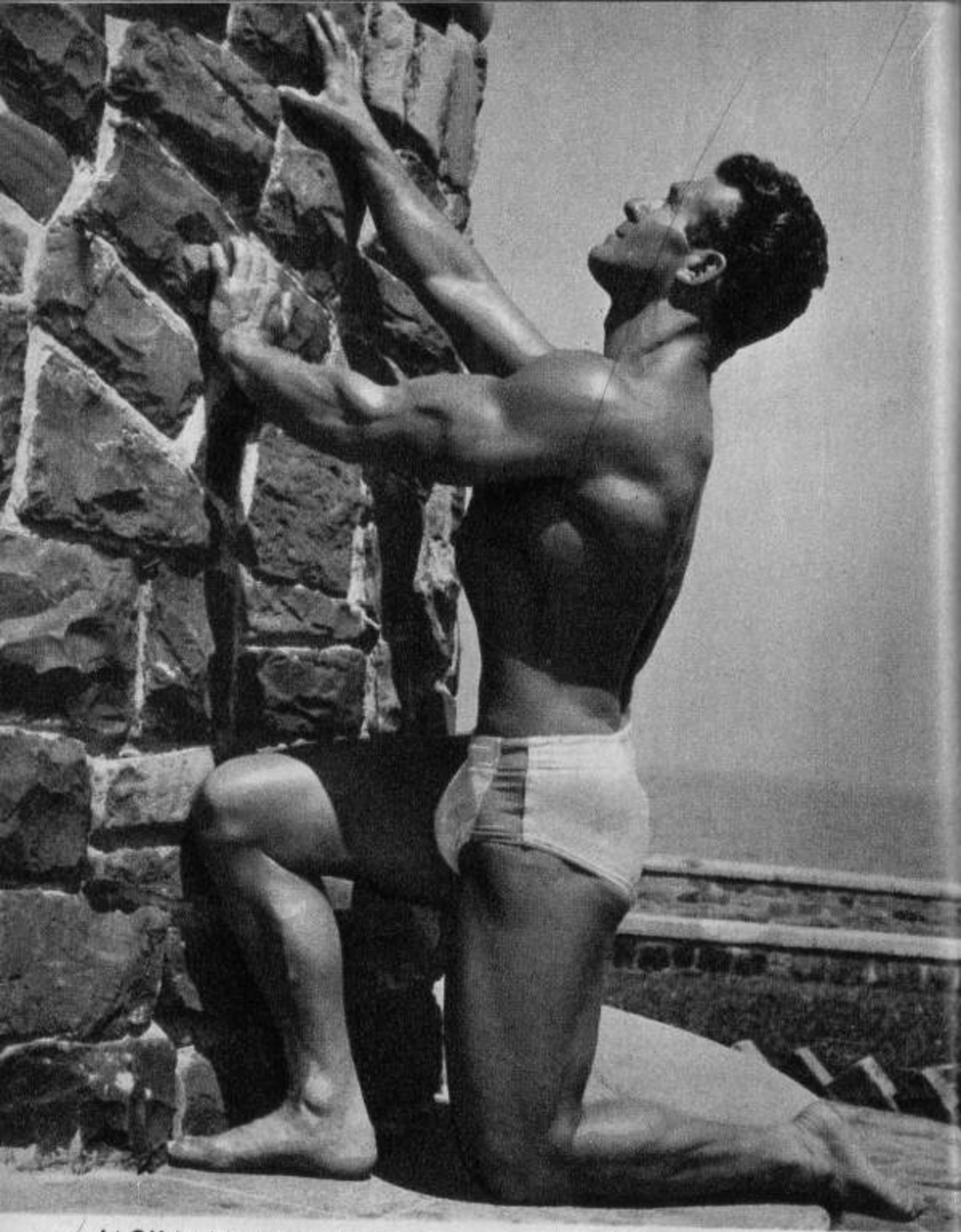
THE BODY BEAUTIFUL is ever on the lookout for new faces and better photography. This month we have chosen from our files some of the new personalities, and some more familiar faces who have been faithfully recorded in new poses and better photography.

But whether they are new or old, they are each an inspiration to the other, and collectively an inspiration to all of us.

Come with us through our gallery of fine physiques, and study their development as bodybuilders and their unfoldment as personalities.



JERRY ROSS by Bruce *Mr. Venice, California*

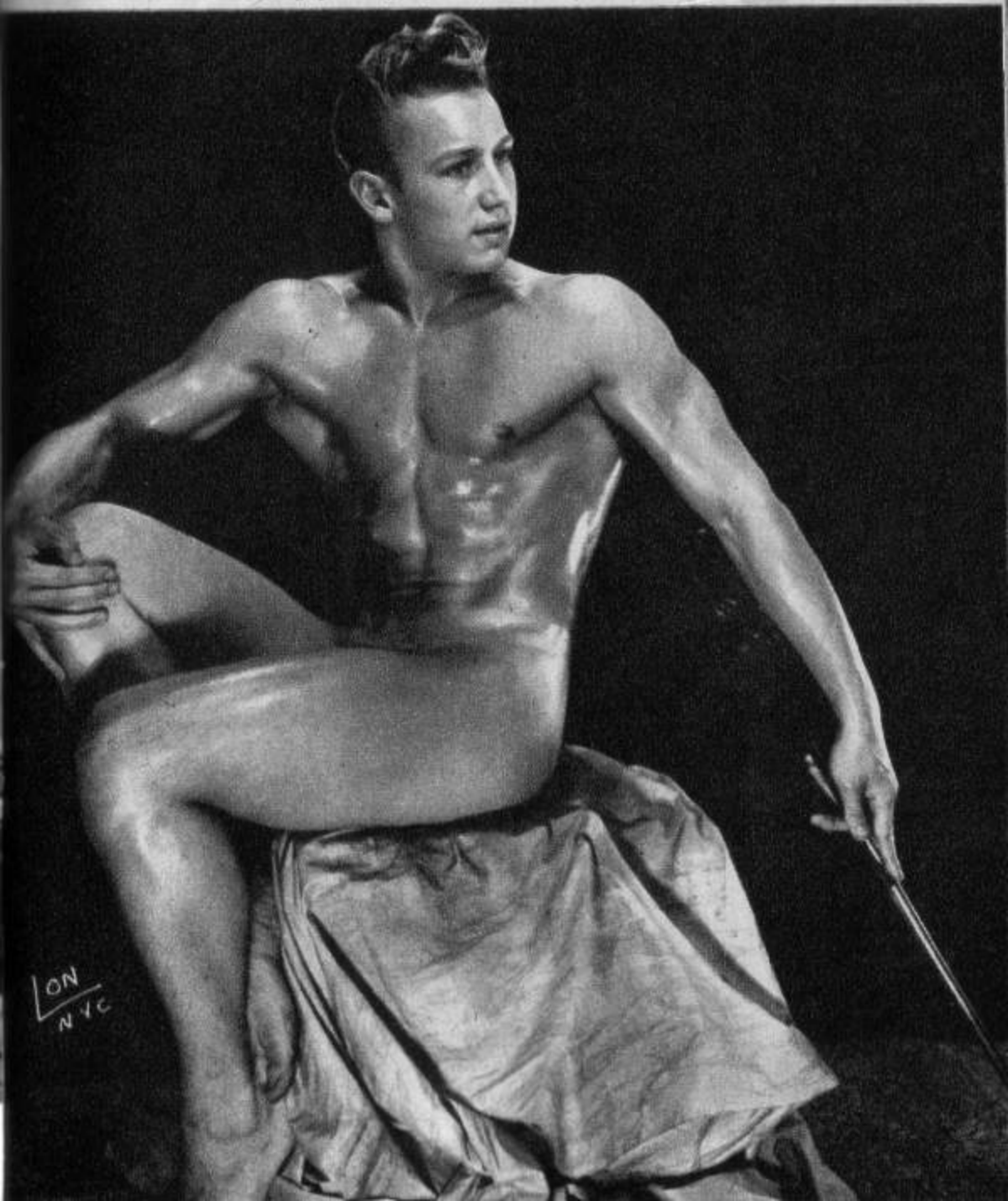


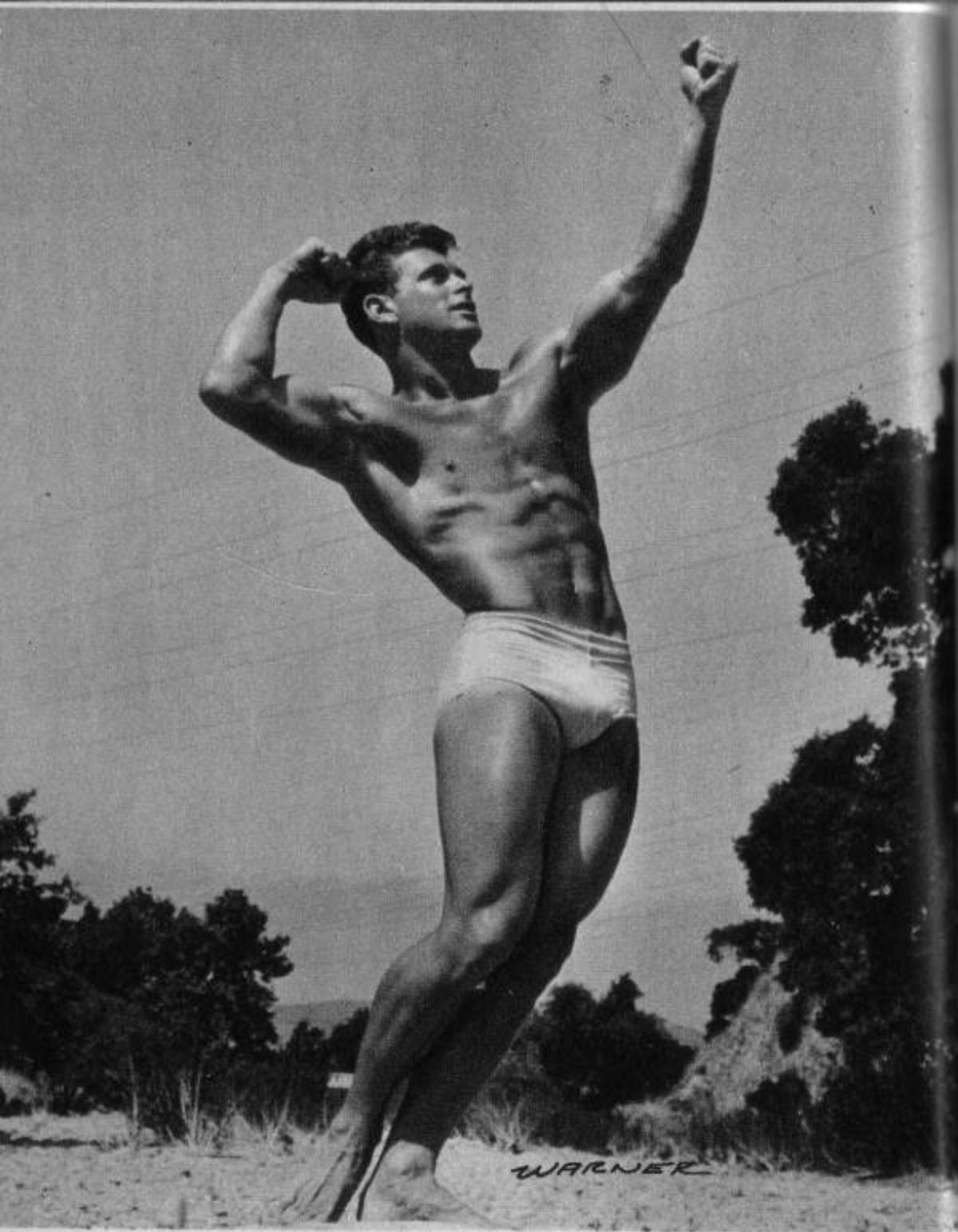
JACK LALANNE by Warner

A veteran athlete tries a new type of posing

ALAN BARRY by Lon

An early photograph of Lon's favorite model





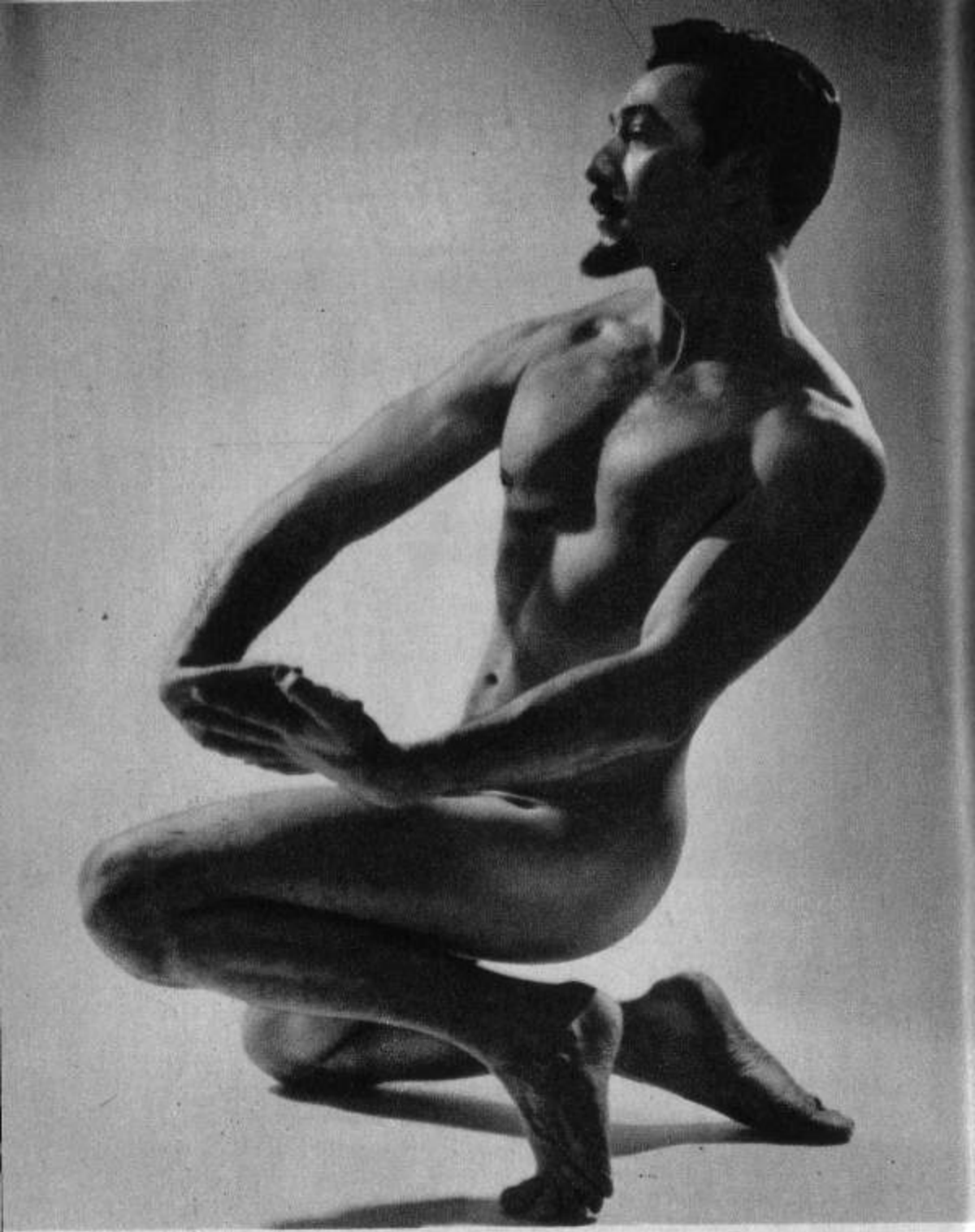
JACK THOMAS by Warner
The Marine body beautiful in a windswept setting

KURT MASON
Prince of Partners

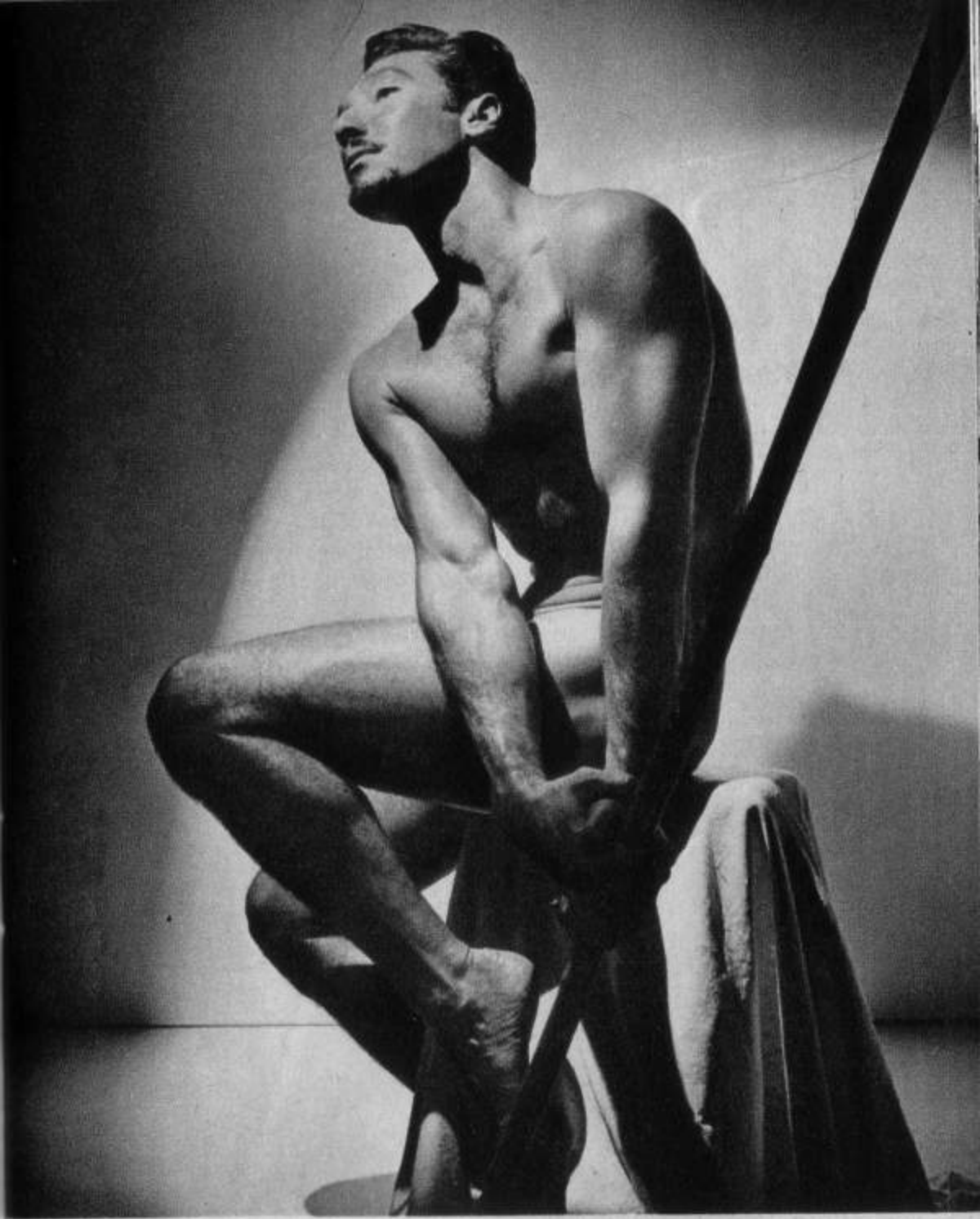
Kurt as the gangster boy friend of Cyd Charisse in "Singin' In The Rain"

In ballet terminology "partnering" is one of the most difficult phases of that engrossing art form. Quite often it is a rather thankless task, for the *danseur,* a man of great talent and prodigious strength, is required to support, lift, cajole, carry, turn, and occasionally save from utter disaster the beautiful ballerina who is supposedly the star of the show. The *danseur,* in a manner of speaking, provides a kind of showcase for the ballerina to display the brilliance of her art, her interpretation, and technique.

In reviewing the ballet, the newspaper critic will usually go into ecstacies over the bal- (*Continued on page* 58)



A rather unusual choreographic pose by a master of his art



KURT MASON

The pure theater of simplicity is portrayed by Kurt

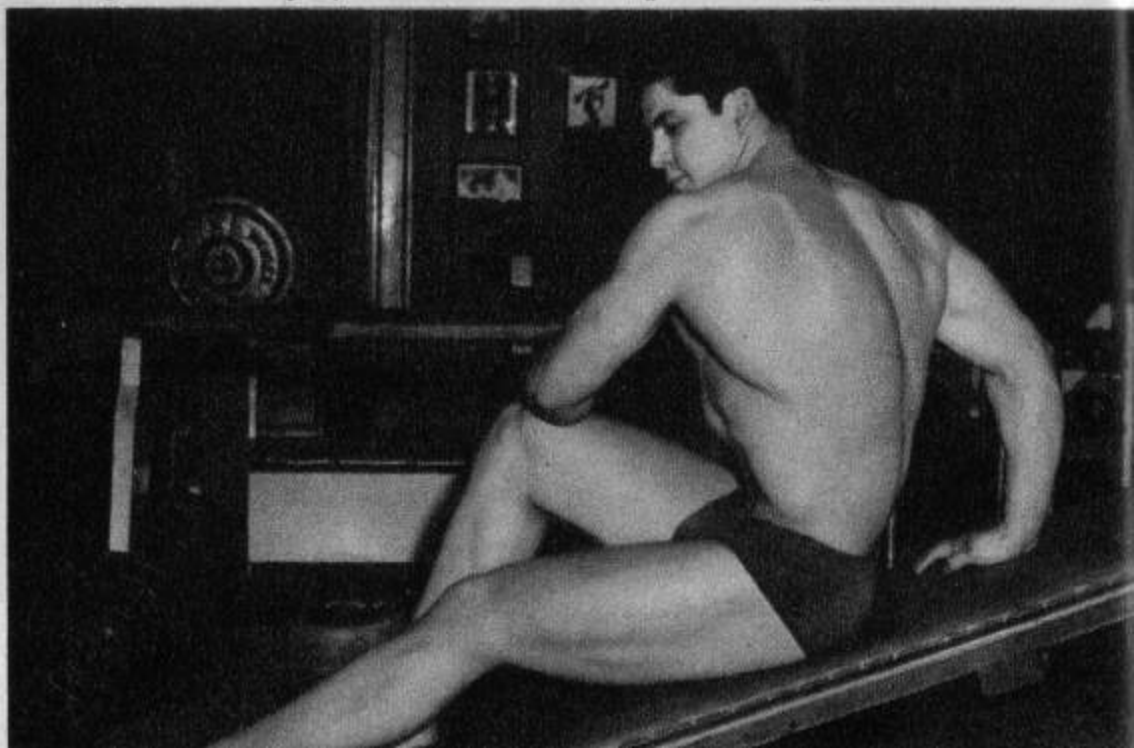
RICK AND DICK
Two Michigan Hercules

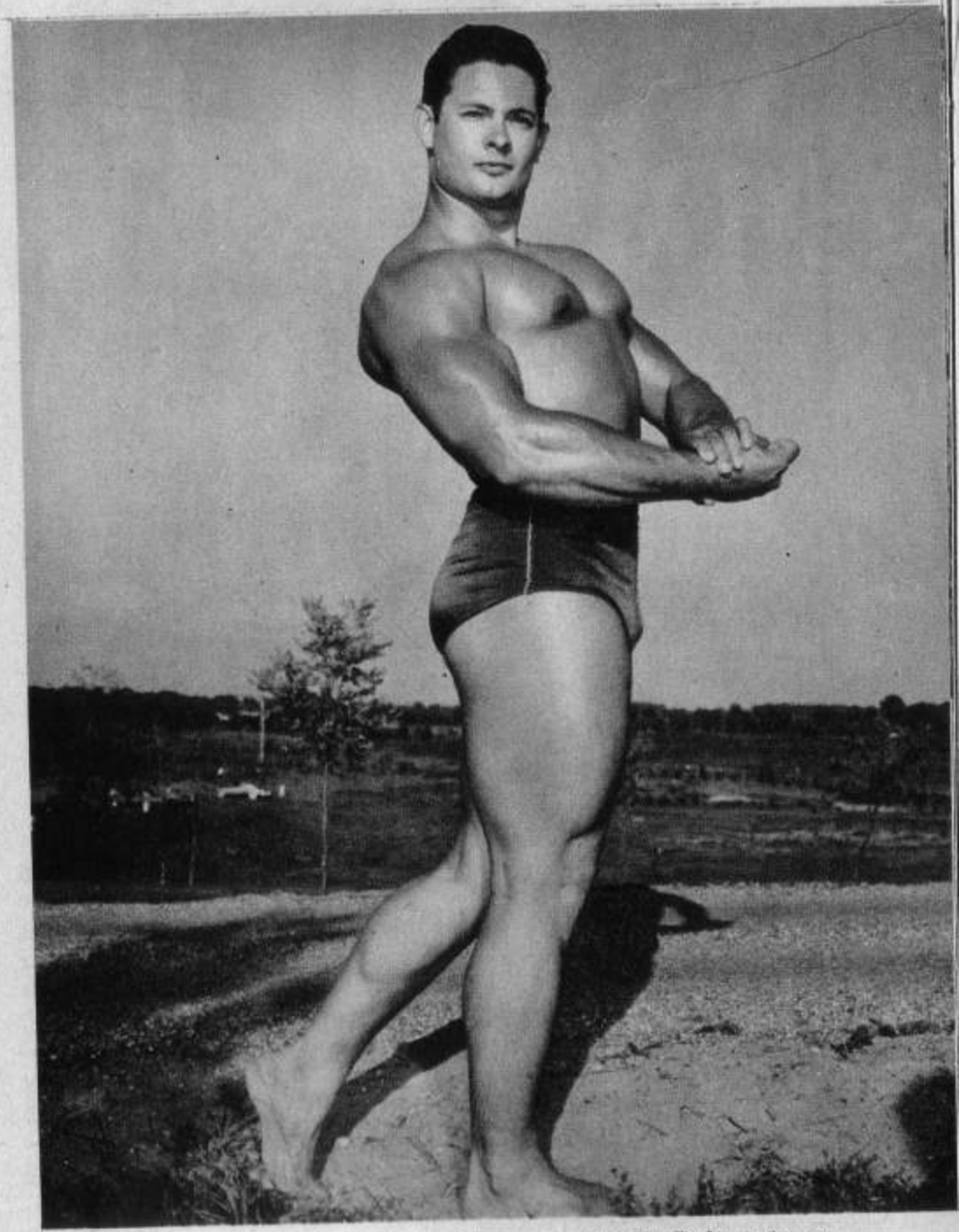
Detroit's George Yacos is a past master in turning out phenomenal physical specimens. Many of his pupils have adorned the covers of the Weider Publications over the past few years . . . men such as Leo Marcyk, Bill Hooper, Michael Craver, Bill Ghesquierre, and others.

George has a unique way of inspiring his pupils to greater heights in the bodybuilding world. He has designed some unique pieces of exercise equipment with which to torture his clients, and he badgers his boys into accomplishing the impossible by threatening to play for them (unaccompanied, mind you) on the trombone, snare drum, or guitar . . . all of which he keeps prominently displayed on his desk.

Quite frequently some of his less enthusiastic students get out of hand, and right in the (*Continued on page* 26)

The rhythmic sweep of a Herculean back by Delmonteque





The majesty of massive muscles by Delmonteque

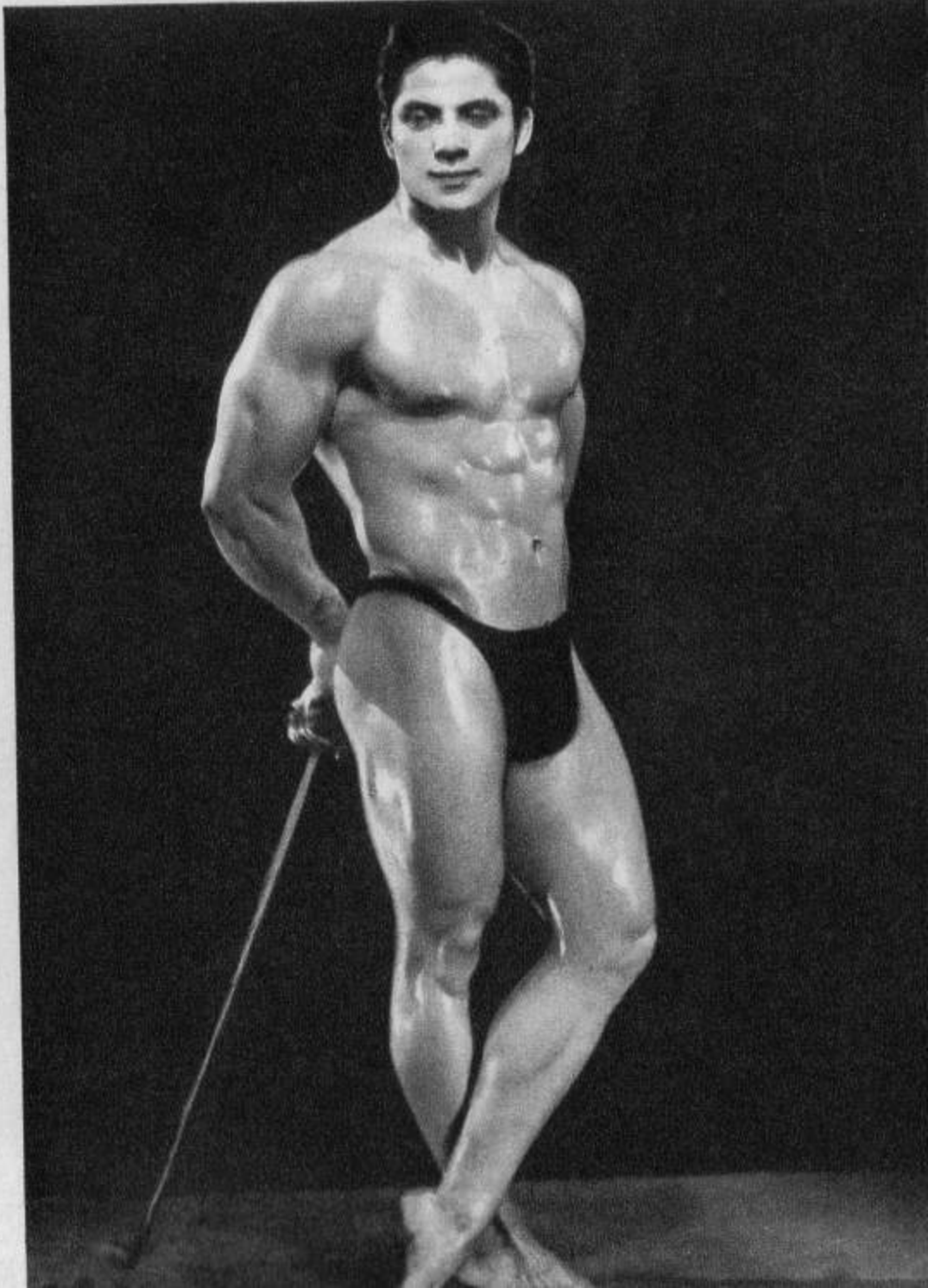
RICHARD GARZA by Delmonteque
The mighty arms of a youthful conqueror

middle of a repetition bench press you are likely to hear the martial strains of "When The Saints Come Marching In" as interpreted by George on his trombone. For those who are low in spirits George coaxes them into a better humor with "Beautiful Dreamer," strummed on his guitar and sung by him in a kind of Bourbon baritone. If this doesn't do the trick he always has his snare drum on hand. One thing is for sure, however, if you do as George Yacos asks, you will leave his gym with a beautiful physique.

Two of his prize pupils who have never needed much coaxing are Richard Garza and Ricardo Cortez, who between them have snapped up practically every prize the state of Michigan offers for physical excellence. Mr. Michigan . . . Mr. Detroit . . . Mr. YMCA . . . Michigan's Best Built Man . . . just about (*Continued on page* 54)

RICARDO CORTEZ by Delmonteque

As his ancestors, the Conquistadores might have looked



"Bard, willingly I would address
those two together coming."

"along the grisly rock,
horn'd demons I beheld

GUSTAVE DORE

nature's own

Paul Gustave Doré (1832-1883), "urchin of genius," was born at Strasbourg. Impelled by an ardent creative impulsive he achieved his first success at 15 as an illustrator and caricaturist . . . unfettered by any academic training.

This greatest of delineators had an immense popular success over a period of years. Nature, bold and beautiful, was his model and inspiration; the mighty aspect of the wilderness, the sombre and mystic ravine, the towering hills hearsed with dark pines, where the profound silence was broken only by the trilling of cascading waters.

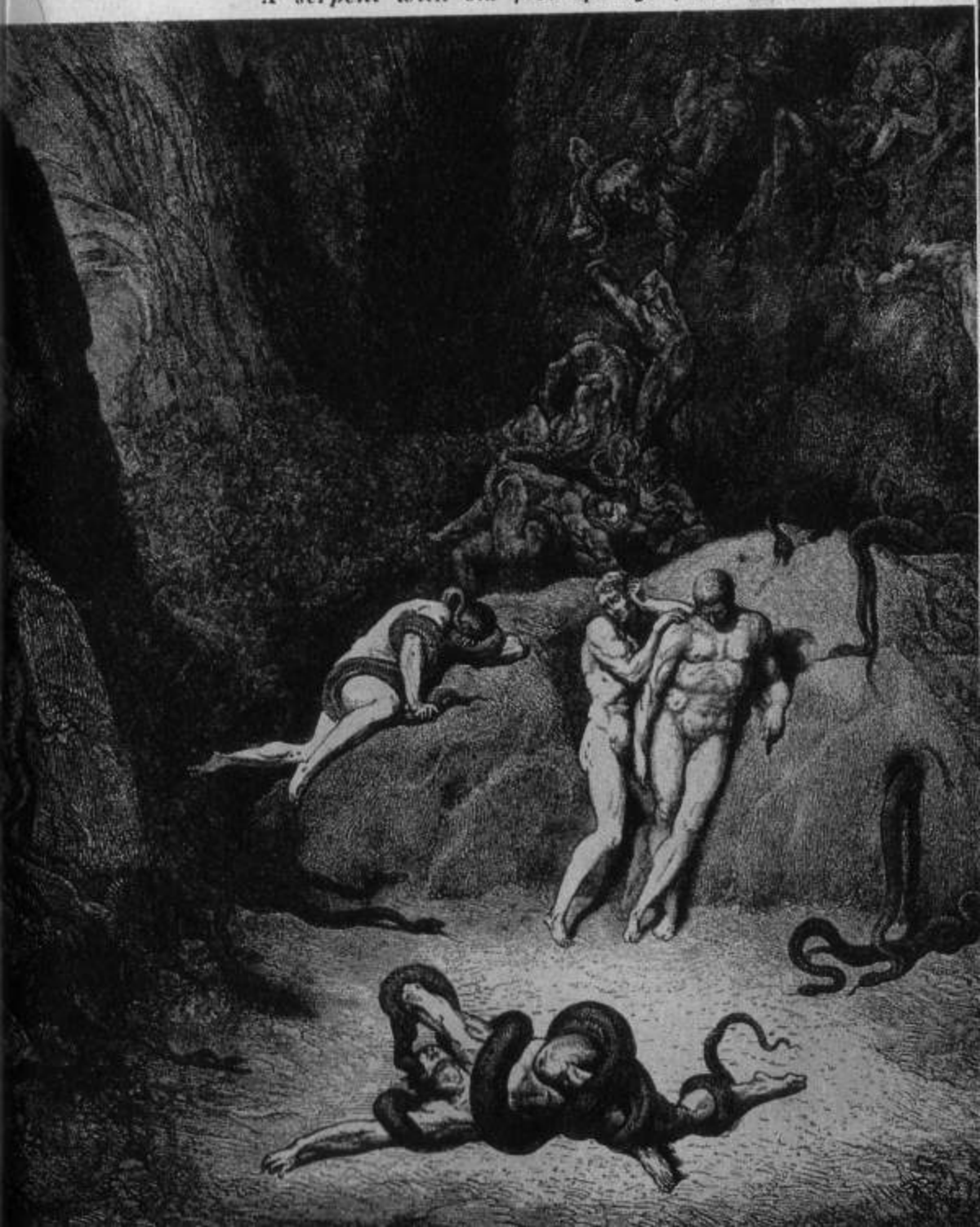
His penchant for the grotesque was early shown. From his extraordinarily facile hand book illustrations poured forth in rapid succession . . . Balzac's "Droll Stories" . . . Dante's "Inferno" . . . Cervante's "Don Quixote" . . . Coleridge's "The Rhyme of the Ancient Mariner" . . . the works of Rabelais, and many others. He painted several large canvases of a religious or historical character, and enjoyed some success as a sculptor.

Doré contended that art which said nothing, which conveyed no idea, albeit perfect in form and color, missed the highest quality and *raison d'être* of art.

"I have worked too hard" he despairingly lamented at the age of 51. His death soon followed. Ironically, and perhaps symbolically the last illustration of this great literary artist was Edgar Allan Poe's masterpiece of *diablerie,*

"I saw a crowd within, of serpents terrible."

A serpent with six feet springs forth on one!



Gustave Dore

"The Raven," the closing words of which are . . . "Quoth the raven, 'Nevermore' ".

Undoubtedly the most famous of Doré's illustrations were for Dante's "Inferno." We have, therefore, chosen five from that masterpiece as being Doré's most characteristic work. Certainly for the delineation of the fantastic he couldn't have chosen a more astounding subject.

The illustrations which we have chosen are from Cantos 5, 18, 19, 24 and 25.

The first illustration reads

"Bard! willingly I would address those two together coming, which seem so light before the wind.

Illustration #2 shows a region in Hell the lines reading

"along the grisly rock; horn'd demons I beheld"

The third drawing suggests

"I saw a crowd within, of serpents terrible"

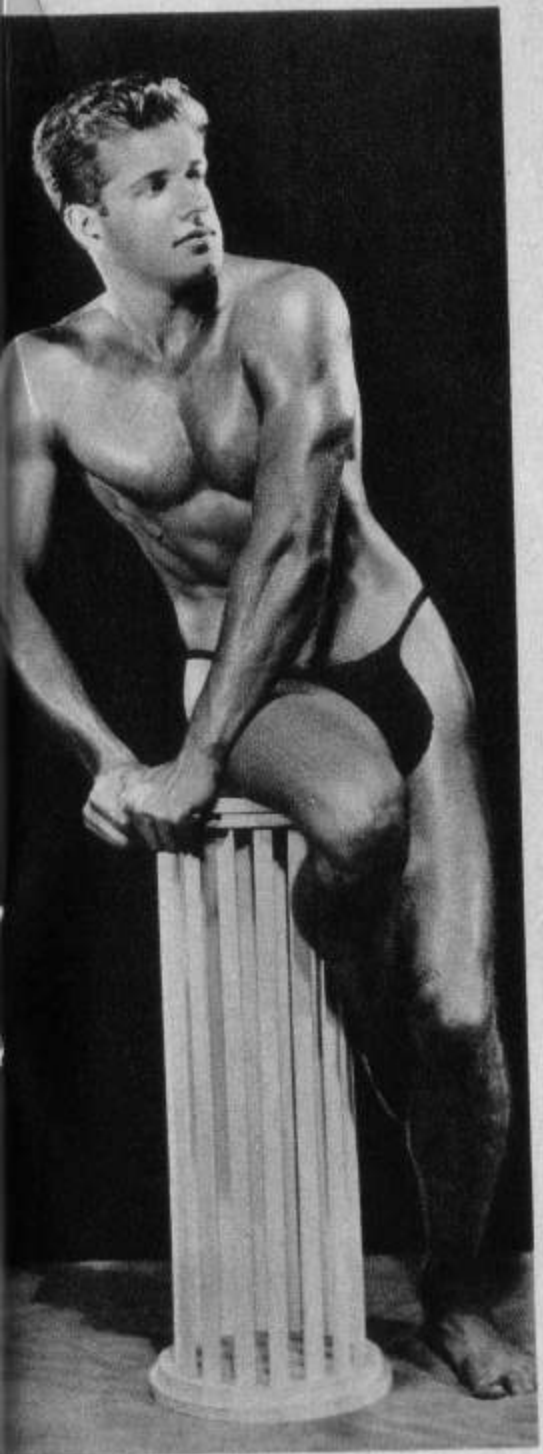
Canto 25 is represented by the sketch which illustrates

"But as I look'd toward them, lo! a serpent with six feet springs forth on one!"

Our last illustration recreates these lines

"The crust came drawn from underneath in flakes"

"The crust came drawn from underneath in flakes"



Only an expert poseur can look so well relaxed

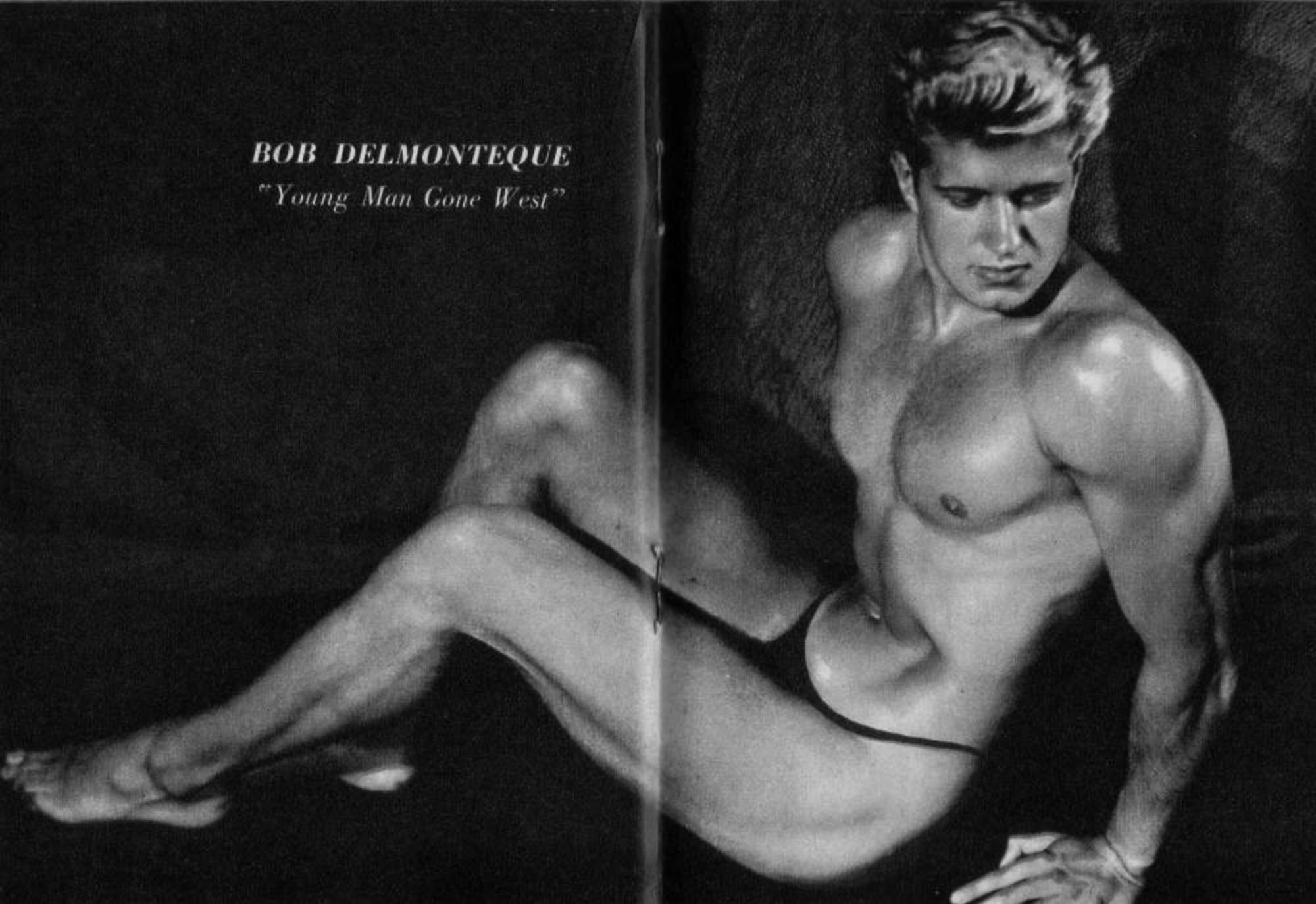
YOUNG MAN GONE WEST

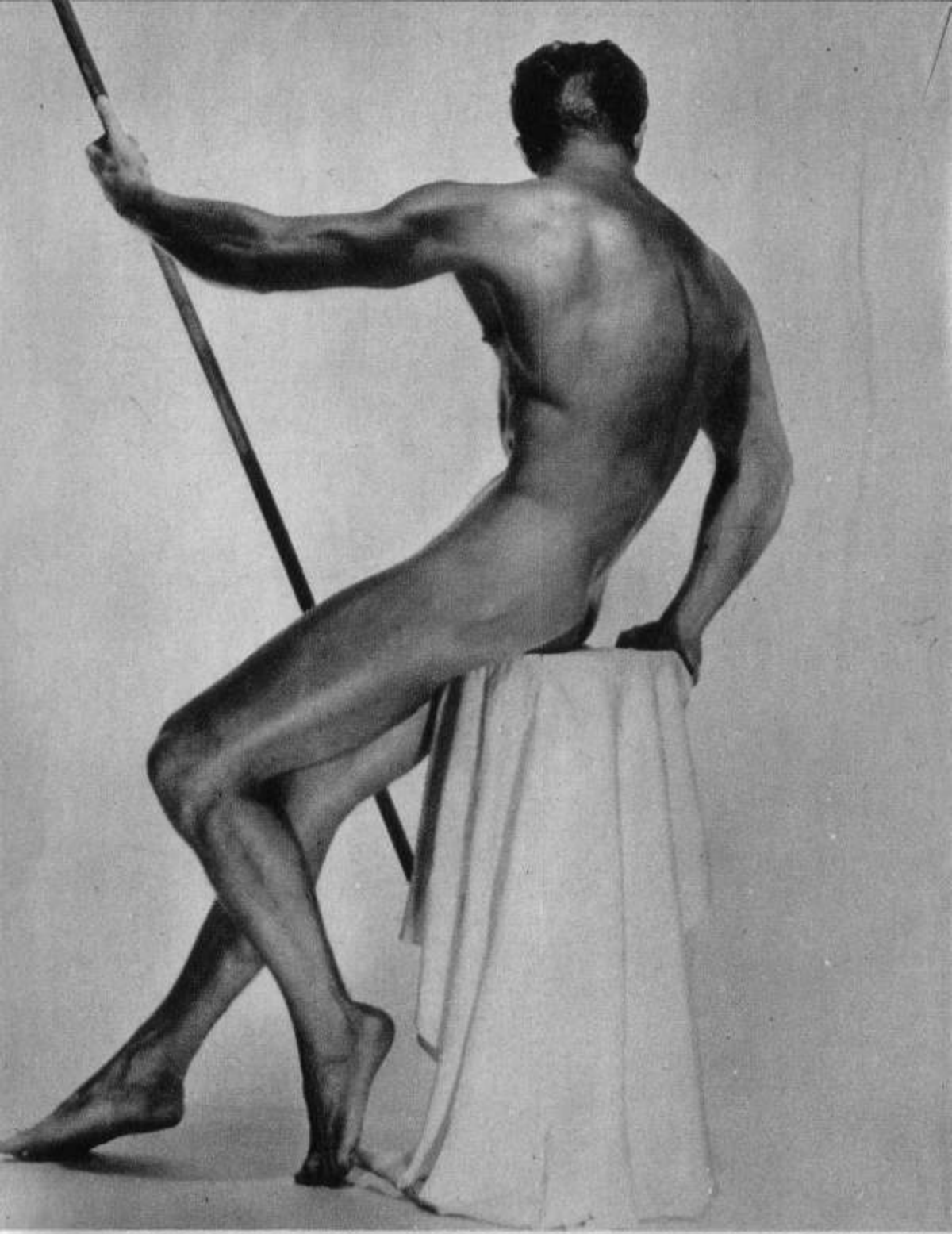
When Horace Greeley uttered his famous advice, "Go West, young man!" he little realized that his words would become a migratory incentive for generations of men to follow. It would be impossible to estimate the thousands of men who owe their greater fortunes and happier lives to this ringing declaration by America's great newspaper publisher and educator.

Bob Delmonteque, one of our country's finest photographers and best developed men, dropped into the offices of THE BODY BEAUTIFUL several weeks ago to tell us that he had decided to pull up stakes in Michigan, his home state, and do a Greeley of his own.

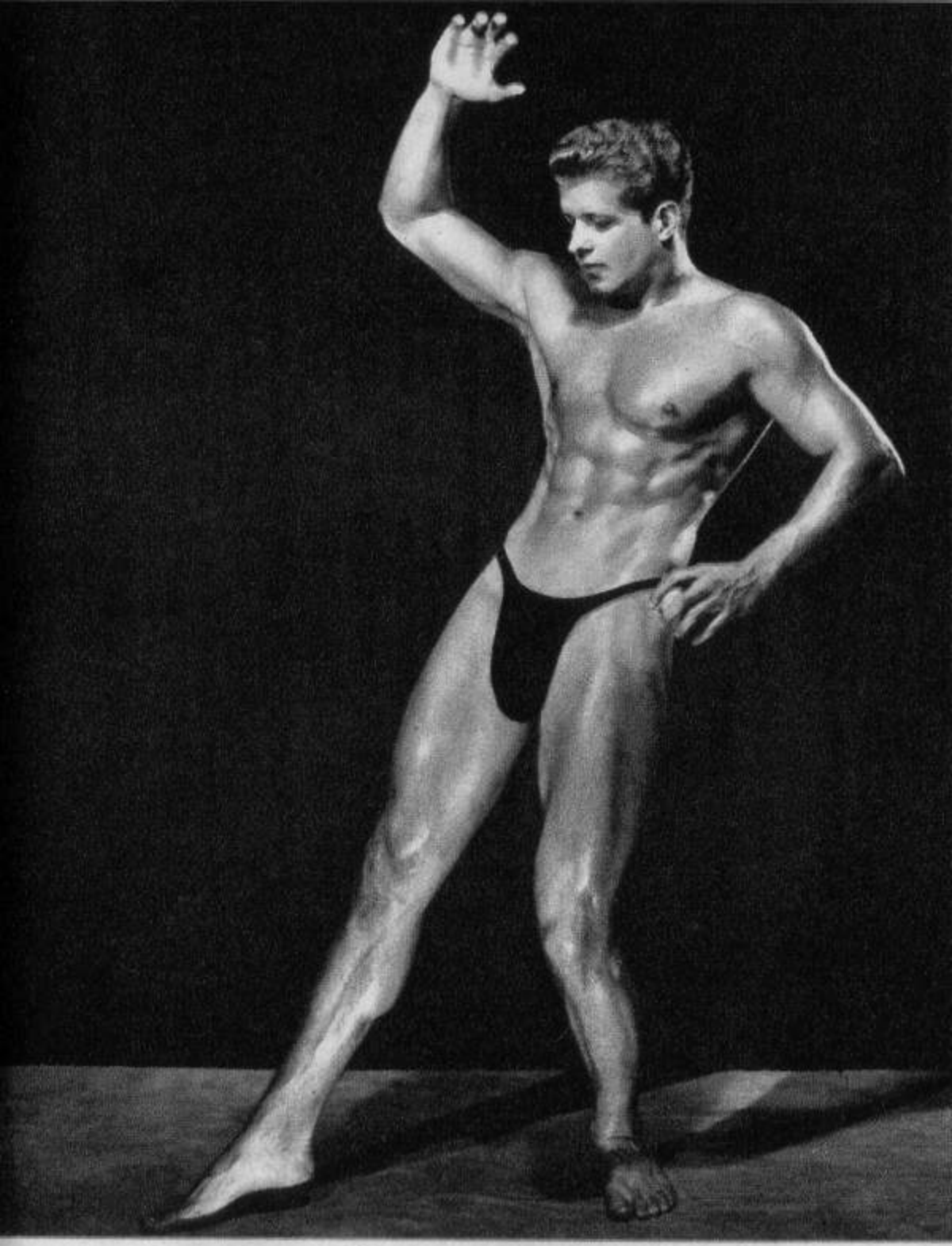
Bob had brought us some

(*Continued on page* 48)


BOB DELMONTEQUE
"Young Man Gone West"



A study in curves and angles



The clean, flowing lines of lithe musculature

YOUTH'S BODY BEAUTIFUL

This month THE BODY BEAUTIFUL salutes the youth of today with some excellent photographs of some equally excellent physiques. Most of these models are in their teens, most of them are from the United States, the lone exception being the two photographs of Andre Coutoula of Paris.

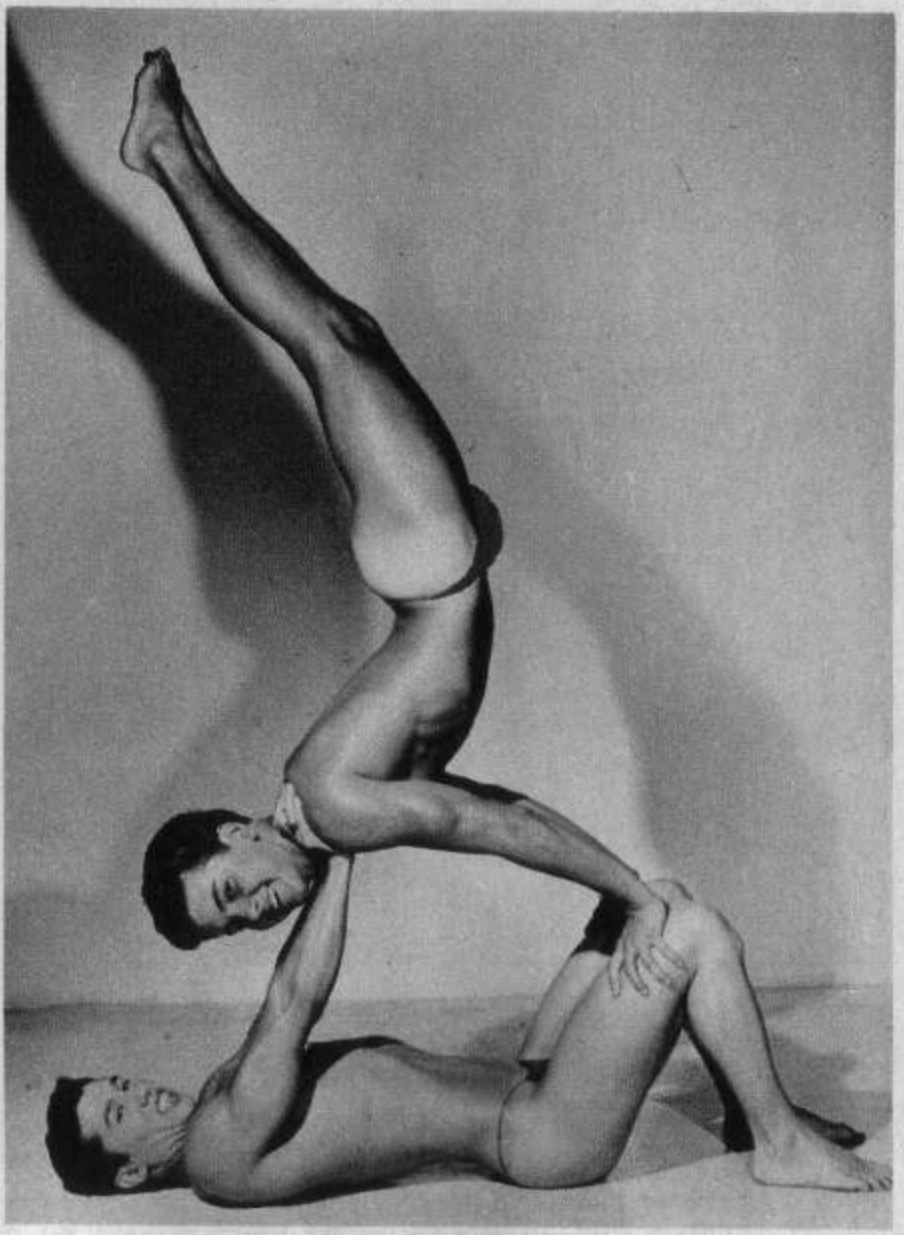
We present an unusually fine shot of the finalists of the Mr. Muscle Beach Contest . . . Ronald Lacy, Lou Degni (winner), Harry Ford, Jerry Ross, and Ken Johnson.

Lon is represented by a new photograph of Gus Mayor, one of his most popular models, while Athletic Model Guild has sent us two pictures of some youthful California bodybuilders . . . the dual photograph is of Don Ward and Tony Charrone . . . while the single pose is of Arnie Payne in a setting which shows off his slender and graceful physique to perfection.

That sterling photographer and bodybuilder, Bob Delmonteque has sent us some unusual studies of a young Michigan bodybuilder, Joe Marcy, (*Continued on page* 50)

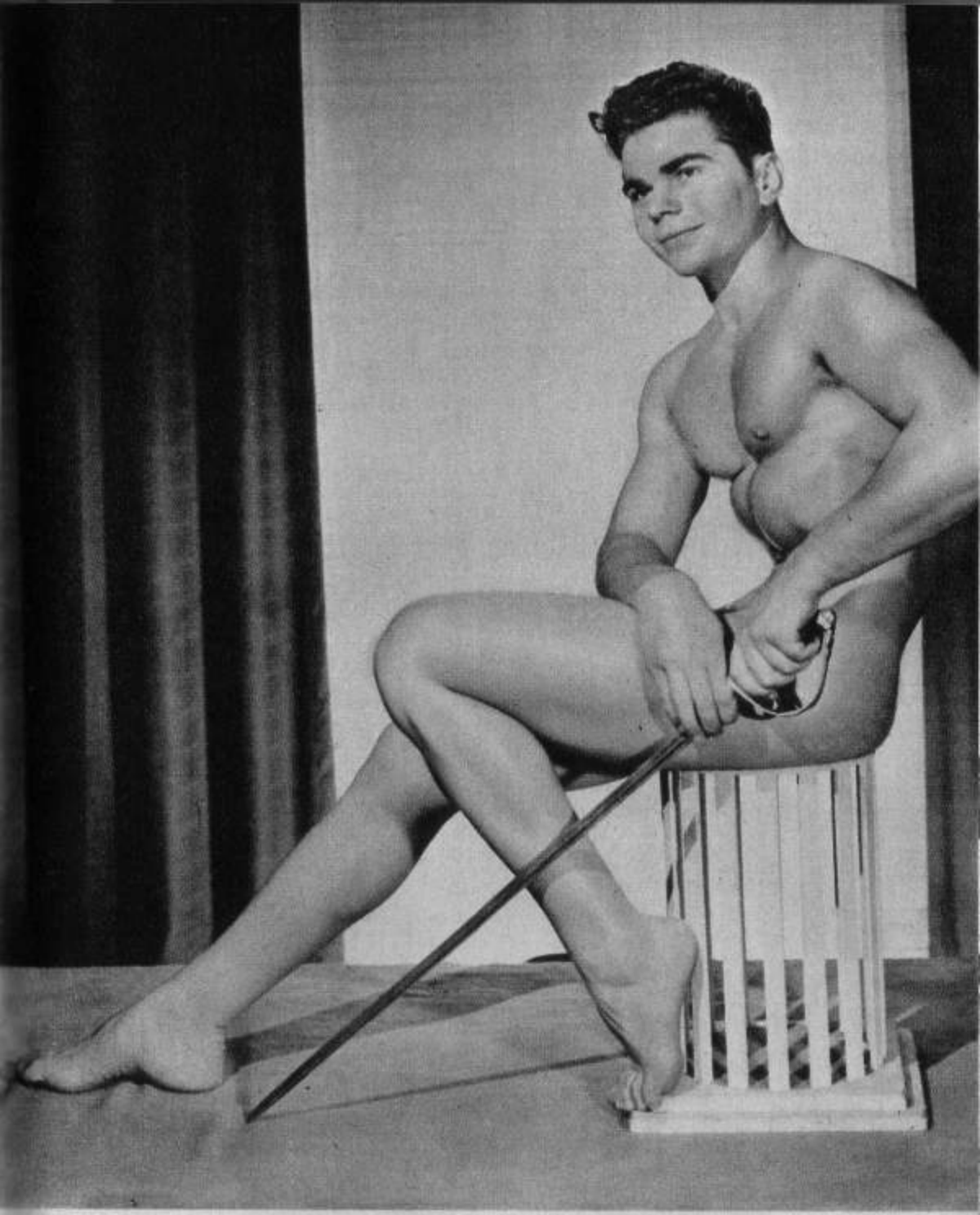
MR. MUSCLE BEACH CONTEST by Bruce
Five finalists, Ronald Lacy, Lou Degni (winner), Harry Ford, Jerry Ross, and Ken Johnson

DON WARD and TONY CHARRONE by Athletic Model Guild
Training partners make good friends

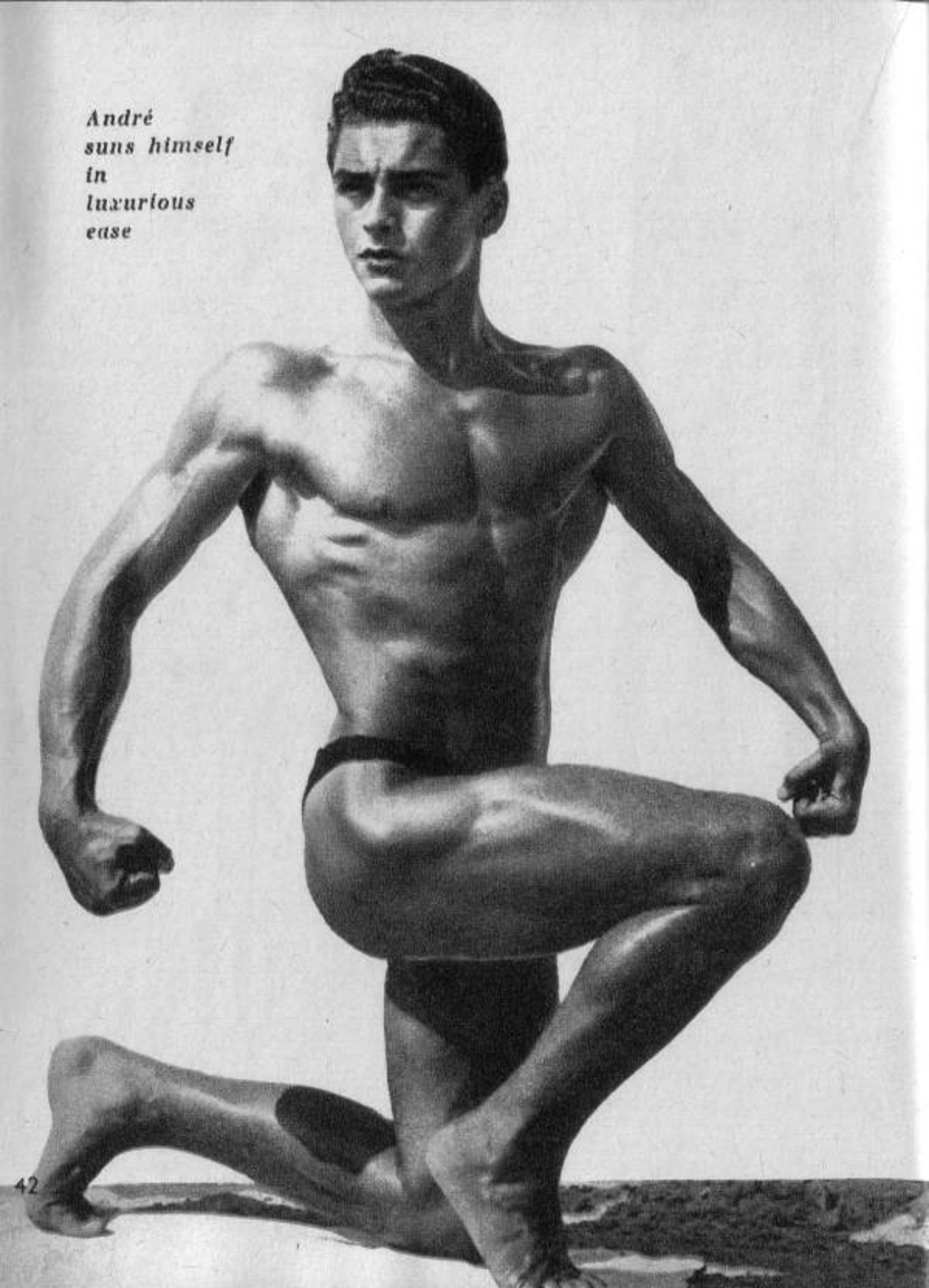


GUS MAYOR by Lon

This young lad never gives us a bad pose



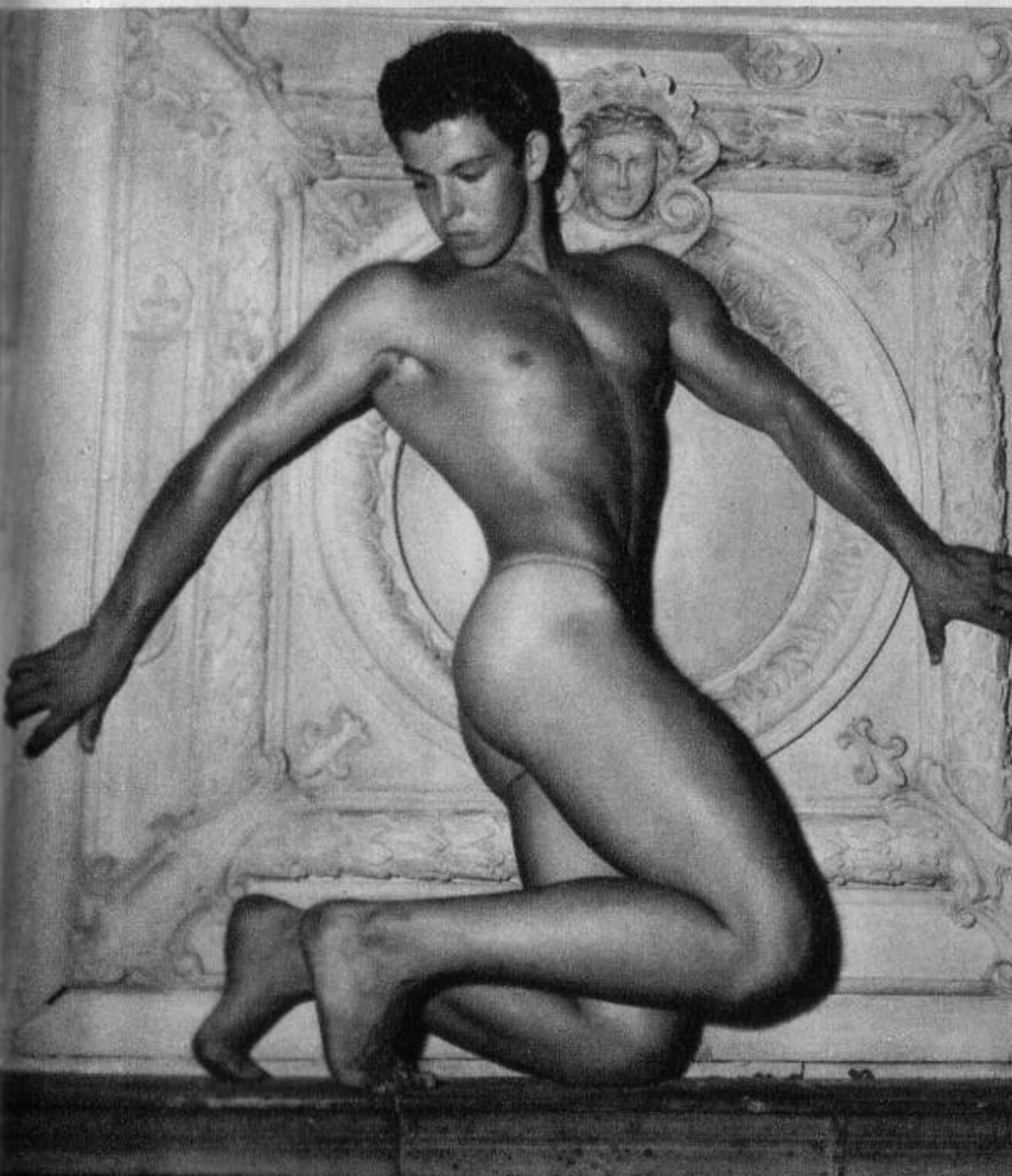
JOE MARCY by Delmonteque
18-year-old Michigan barbell enthusiast

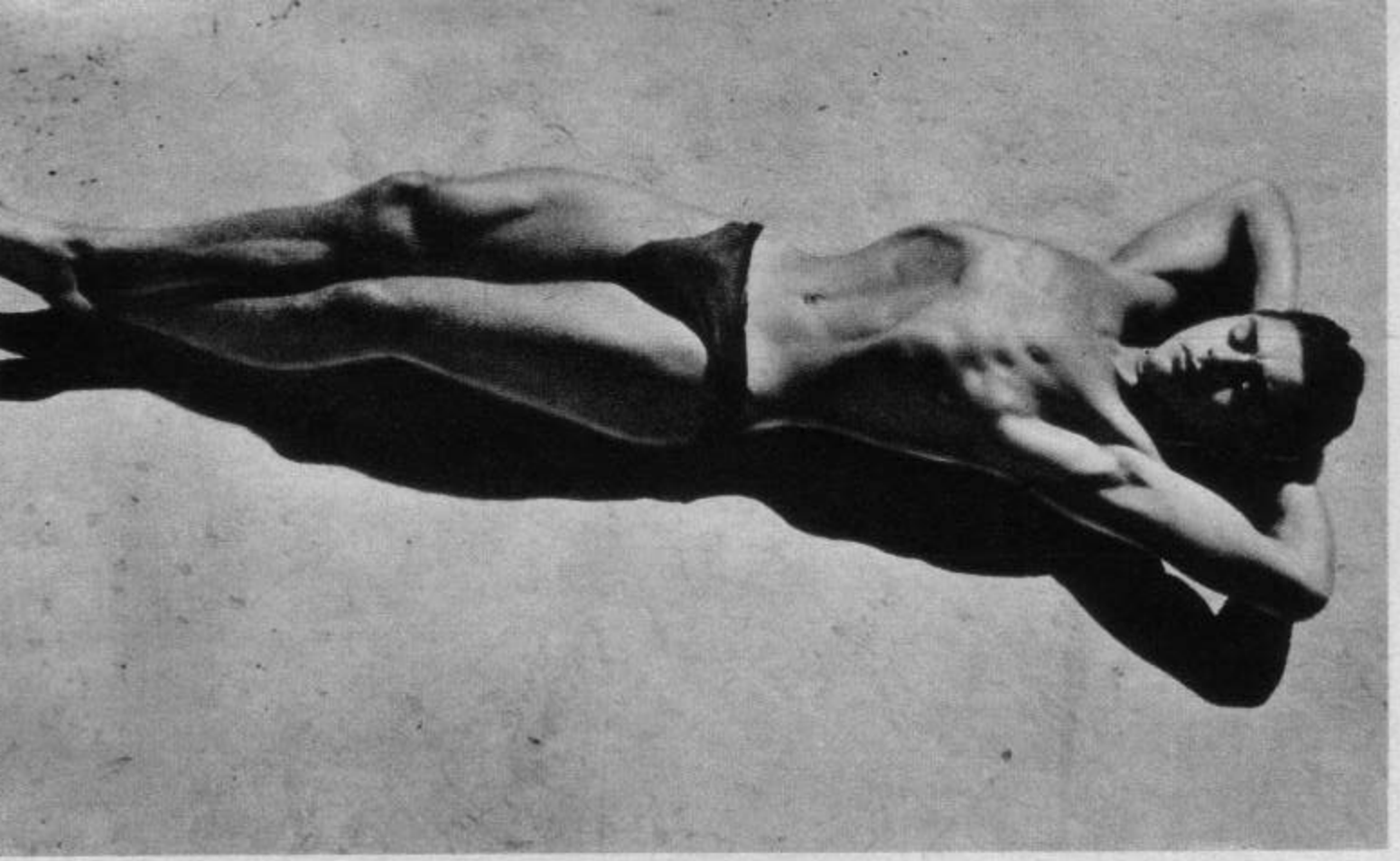


André suns himself in luxurious ease

ARNIE PAYNE by Athletic Model Guild

Modern youth in a medieval setting



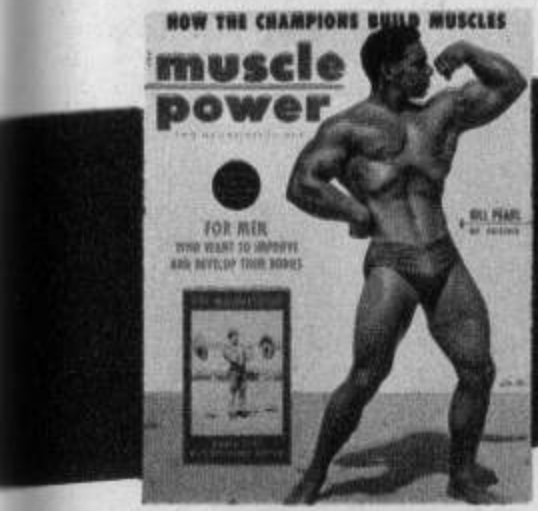


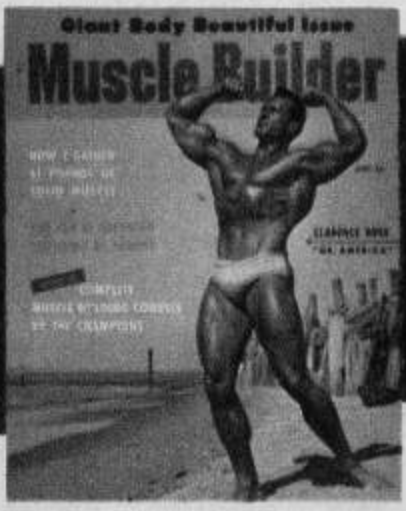
ANDRE COUTOULA by Arax *French ideal of the body beautiful*

Muscles a la Mode

America's Greatest Physique Champions are Your Personal Instructors!
when you read

WORLD'S LEADING BODY BUILDING MAGAZINES





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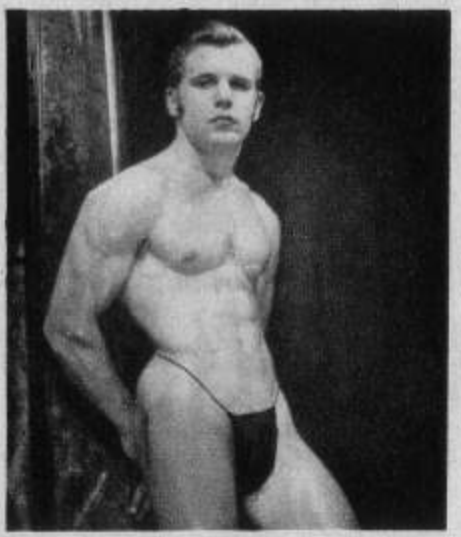
PRESENTS



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EDITORIAL

(*Continued from page* 3)

plished by this courageous and visionary crusade for better bodies, one facet of the science of bodybuilding has been shamefully neglected. I refer to the art of muscular display, commonly called posing.

We have in this country a wealth of magnificent physiques, men who have labored long and arduously toward the goal of physical excellence. Yet in the very zenith of the bodily perfection which they have so painstakingly sought, they are trapped in the toils of that self-same perfection. For perfection of body, like perfection of painting and sculpture must be seen to be appreciated. It must be displayed if it is to be a source of inspiration to those who are still on the upward road.

Without a knowledge of muscular display, and constant rehearsal of that knowledge, much of the beauty of even the world's finest physique remains inaccessible to the eye of the beholder.

Posing is an art, and not a science such as bodybuild-

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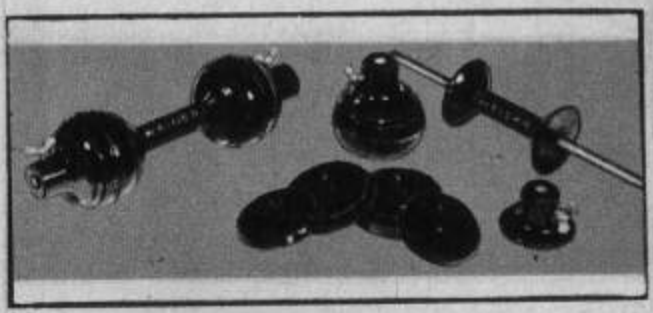

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Order now and receive absolutely free, an illustrated course of instruction explaining 39 medically approved exercises you can follow to build muscular arms, a thick chest, Herculean shoulders, athletic legs and a trim waist. In addition, there is special advice on diet, hygiene, massage and relaxation—everything you need to know about keeping fit in 10 minutes a day.

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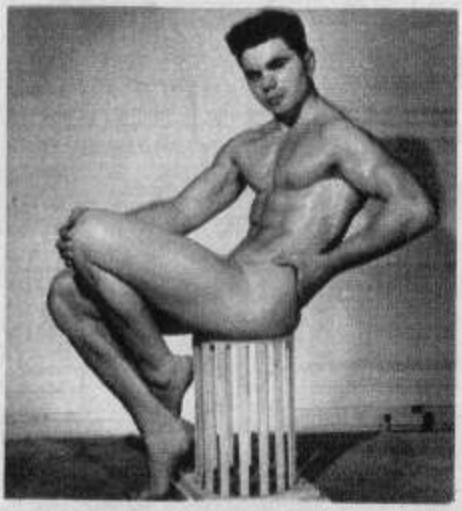

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ing is. The principles of art can be taught, to be sure, but theories are subservient to, and must always give way to talent, experience, inspired observation, and new light. It is to this neglected essential of bodybuilding that THE BODY BEAUTIFUL directs itself and its efforts.

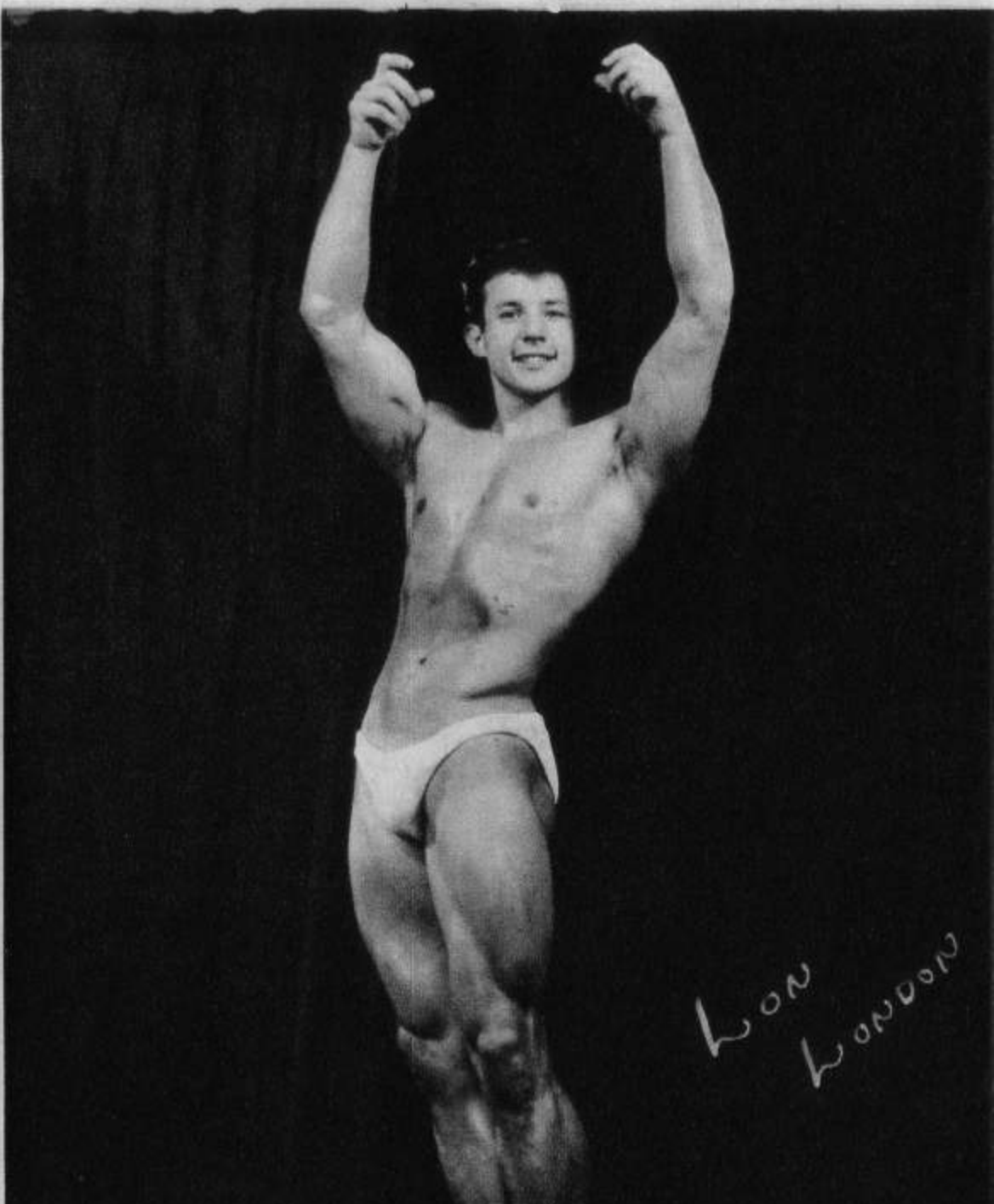
As far as is humanly possible we will display in each issue the best examples of the male physique, and the most interesting and inventive essays in posing. If we as a magazine can be of some small service to you in that respect, we will have more than justified our existence.

Joseph Weider

GO WEST

(*Continued from page* 33)

of his wonderful studies of Glenn Bishop and Richard Alan, all of which you have seen in the last two issues of THE BODY BEAUTIFUL. When we quizzed him on his reason for leaving Michigan, he eagerly replied . . . "California offers such a challenge, Joe . . . there are so many wonderful physiques to be photographed . . . so many lush backgrounds, and



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such ideal 'camera weather all year 'round, that I can hardly wait to put my trusty Leica in operation out there!"

With his zest for his profession, his wizard camera technique, plus his knowledge of the art of posing, gained through years of experience as a *poseur par excellence,* the relatively new field of physique photography will be greatly enriched by Bob Delmonteque, expatriate Wolverine . . . Californian to be!

We couldn't let Bob go without extracting a promise that he would send us exclusive shots of his best models for publication in ADONIS and THE BODY BEAUTIFUL . . . wherever and whenever he finds them. This promise he gladly gave, and we are confident that in the months ahead, Bob will not alone benefit from Greeley's advice, but that you, our readers, will be beneficiaries also.

YOUTH'S

(*Continued from page* 38) one of which adorns the pages of this issue.

We end our visit through this gallery with two of the most beautiful poses we

LOSE WEIGHT FAST!

15 Million Fat People Face Early Death

DOCTORS WARN: — Cancer, heart disease, diabetes and other dread diseases attack fat people more often than those of normal weight. Protect your life, your health, good looks! Follow the Weider 3 Way Reducing Plan NOW!

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have seen in ages. André Coutoula, representing the Latin physique in its most definitive form is shown in a kneeling pose, and a lying pose with the background being the lake at Cannes.

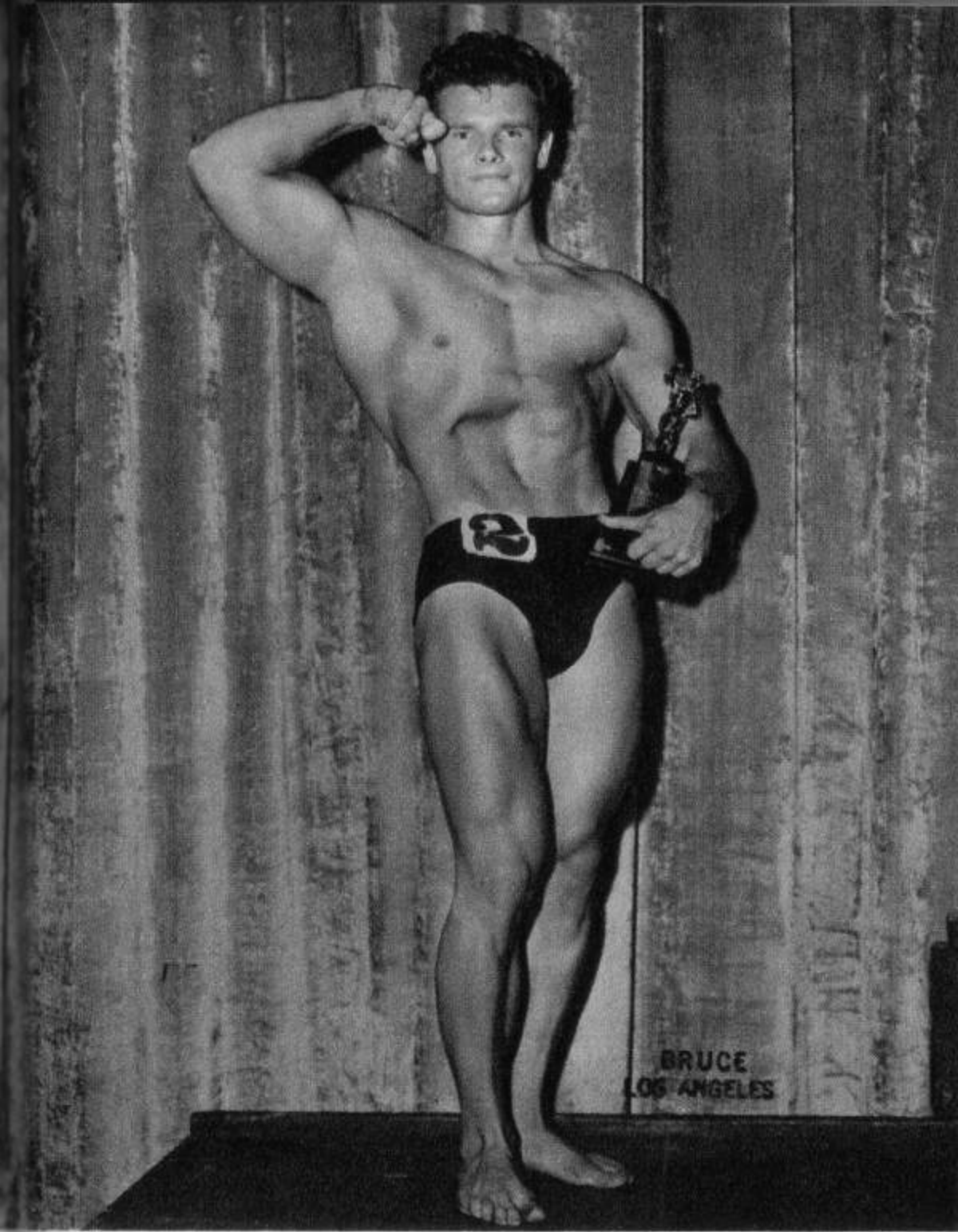
DICK DUBOIS

(*Continued from page* 10)

terest in sports while he was in the orphanage, and played them all with joyful zest. It was not until he went out into the world, however, that he learned of weight training, the sport which has given him his beautifully developed physique.

Two years ago at the age of 19 Dick moved to California where he began training purposefully with weights. These have been two happy years for him, for in that time he has not only been chosen America's best built man, but he has been besieged with offers from motion picture studios, from producers of dramatic plays, and more recently, bids for night club appearances.

Perhaps by the time this is in print you will have seen him in M G M's "ATHENA," or if you live



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in one of the large cities you may have an opportunity to see him in person as one of Mae West's "Eight International Adonises."

Having come up the hard way it is not surprising to find Dick just as wholesome and unspoiled as the day he left the orphanage. It is this homespun characteristic of all our Horatio Alger heroes that seldom changes. In Dick du Bois we are sure it never will.

One of our friends, not familiar with the bodybuilding world, who saw Dick in "ATHENA", commented "What a terrific looking guy! What an American looking guy!" This to us is Dick du Bois in a nutshell.

RICK and DICK

(*Continued from page* 26)

Mr. Everything can be claimed by these two huskies.

Of the two, Ric has the more classic physique . . . while Dick suggests the power of Hercules advanced to its ultimate degree. Because we know George Yacos so well, we believe he will be very pleased to see his Ric and Dick in THE BODY BEAUTIFUL's place of honor this month.

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1

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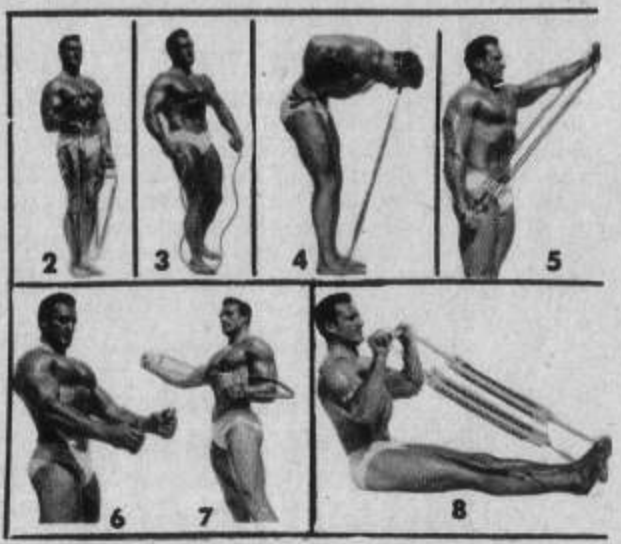

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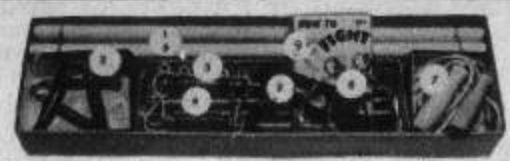

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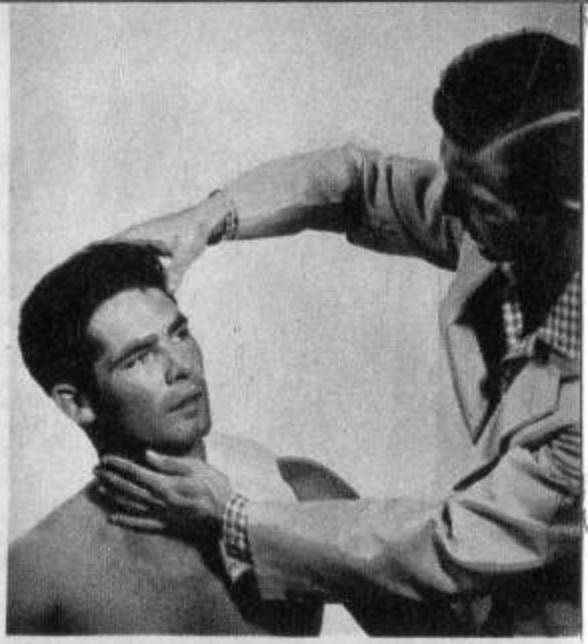

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KURT MASON

(*Continued from page* 21)

lerina's performance, but her partner is generally dusted off with something like this . . . "Mr. Black afforded Miss White "adequate" support."

Kurt Mason, the subject of this little homily falls pretty much into this category. If you are a frequent drama and moviegoer, his face is probably as familiar to you as that of Leo, the MGM lion. However, so brilliantly has he played the "partner" to many famous stars, and so discreetly has he remained in the immediate background, that even at the first sight of his photographs shown here, you may still have difficulty in remembering just where, and with what star you have seen him.

You have seen him dance with Judy Garland, Betty Grable, and Susan Hayward . . . swim with Esther Williams, and even do figure skating with Sonja Henie. If you saw "Singin' In The Rain" you may recall Kurt as the gangster lover of Cyd Charisse.

On Broadway he ap-

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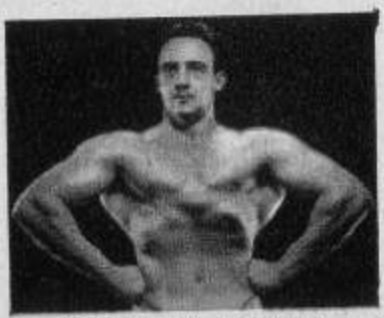
(before)



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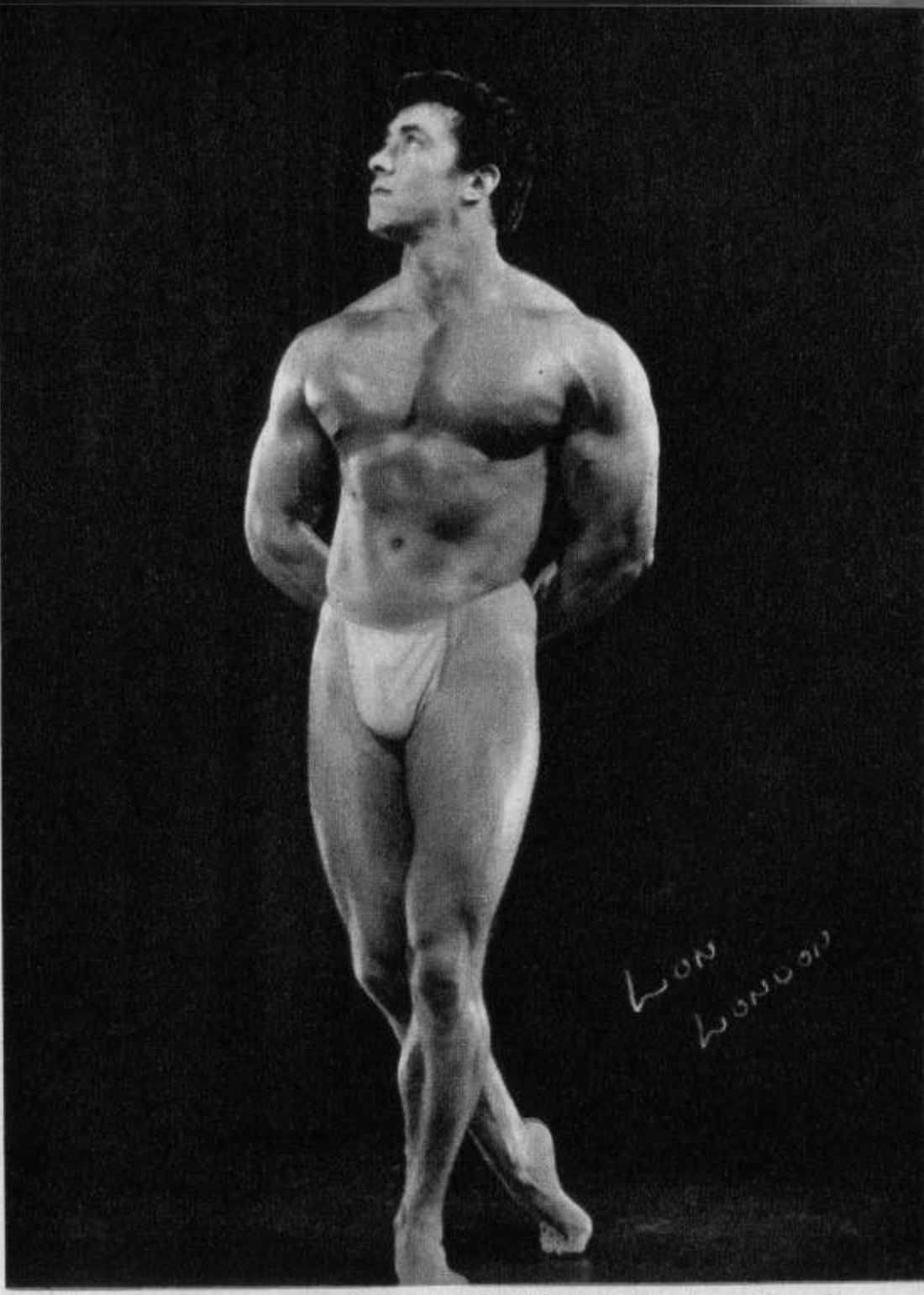
peared with Helen Hayes in "Happy Birthday" . . . as a singer and dancer in "Hazel Flagg," and with John Raitt and Dolores Gray in "Carnival in Flanders." It was due to his role in the latter production that Kurt wears his handsome beard. As he puts it . . . "I grew my beard and moustache for "Carnival" and it appealed so much to me, I decided to keep it as my personal trade-mark."

Kurt is also becoming a familiar personality as a model, an if you will glance at the Stetson Shoe advertisement seen in most newspapers, you'll recognize him immediately. Muscles have paid off for this very versatile and talented young man. His story, let us hope, will be duplicated by many other rising bodybuilders in the years to come.

The bodybuilding world was shocked to learn of the tragic death of one of its brightest stars. Howard Brodsky, a former Mr. New York City, was driving home for the Christmas holidays when his car swerved from the road killing Howard and three companions instantly.



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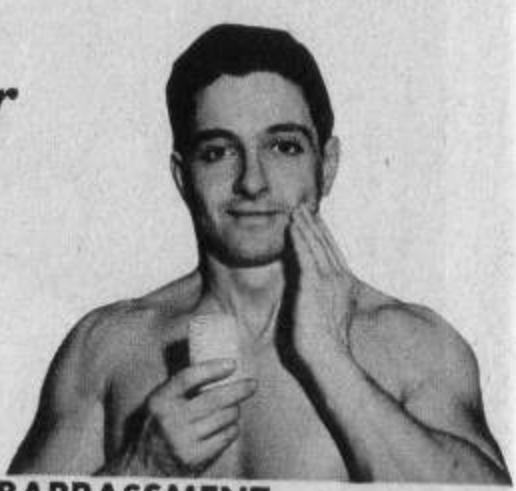

OVERCOME EMBARRASSMENT

Don't suffer the embarrassment of a blotchy, erupting skin another day! An offensive complexion ruins your chances for social fun, business advancement;—makes you feel inferior, nervous, emotionally upset. Now, all this humiliation can be avoided. You can clear up skin imperfections, improve your looks, rid yourself of ugly blemishes once and for all if you send for a Weider Clearskin Kit today. Don't worry if you have failed before—this product is new, exclusive GUARANTEED to work or your money back!

DIAGRAM SHOWS TRIPLE-ACTION BENEFITS

1 Medically pure lubrices its soften surface dirt and crusty scales.

2 Germicidal ingredients penetrate deeply, combating infectious germs.

3 Astringents close pores, soothe skin membranes, make face smooth, soft.

USE THIS HANDY COUPON

Weider Clearskin, B.B.
16 HopKins Ave.,
Jersey City, N. J.

I enclose $3.98. Rush me my Weider Clearskin Kit. I understand I must see improvement in 10 days or my money will be refunded.

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Address .....

City .....Zone ....State ....

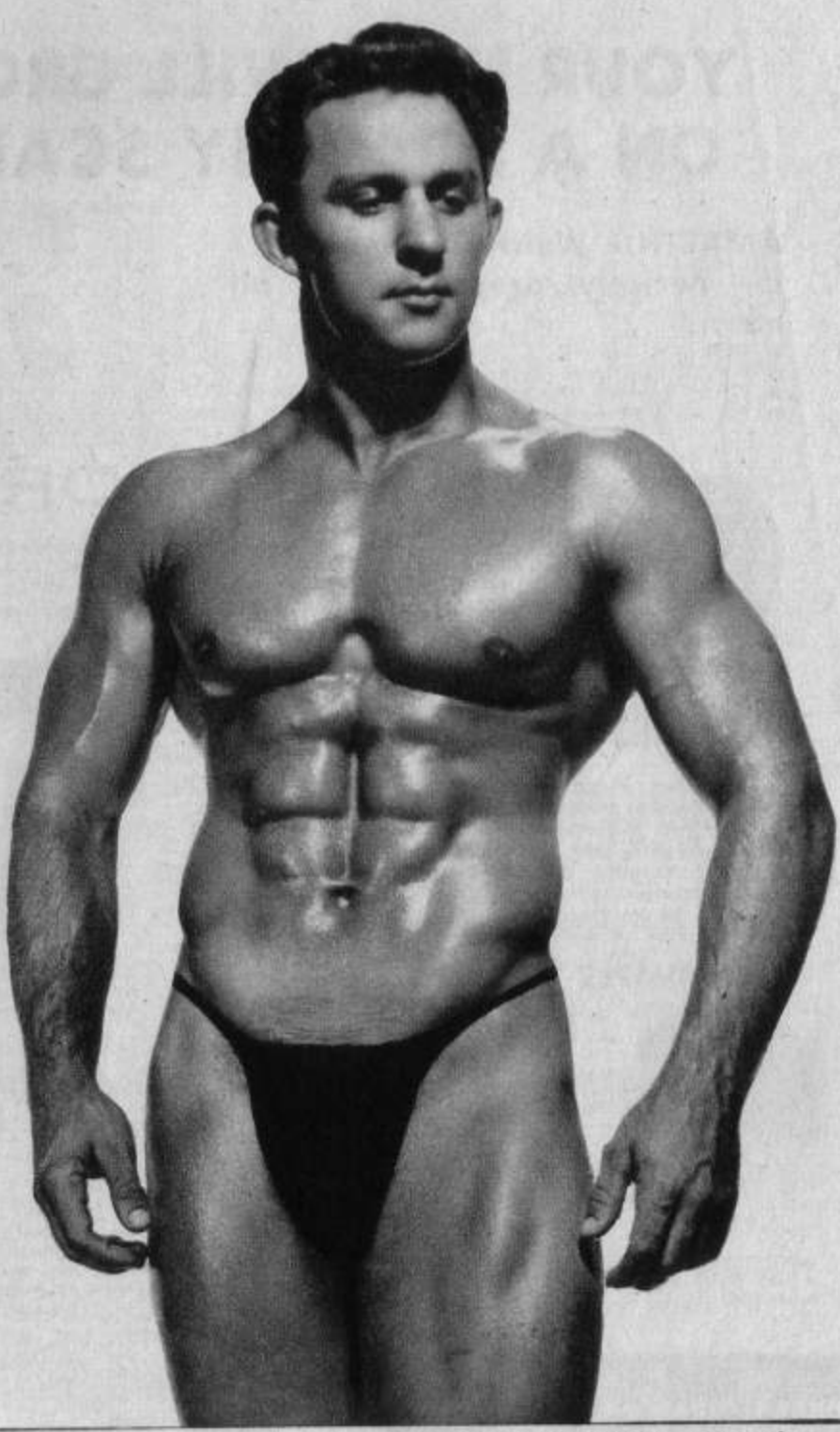
☐ Check here if economy 3 month supply, price $10.00 is preferred. No COD's. Postage is extra. In Canada, order from: Weider Barbell Co., 4466 Colonial Ave., Montreal, Que., Canada.

24 HOUR TREATMENT
Clears Up Your Skin Twice As Fast

You receive a bottle of liquid preparation to apply before retiring and a jar of skin-colored salve to wear all day which hides imperfections while medications soothe blotchy skin. This 'round the clock' treatment results in such dramatic improvement that you must see a big difference in 10 days or your money back!

UNCONDITIONALLY GUARANTEED

only $3.98
for a full month's treatment



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Michigan's Perfect Man

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- Who suffer from itching dandruff
- Whose hair is thinner than before
- Whose lifeless hair is hard to groom

WHY IT WORKS

Weider Formula #7, penetrates deep beneath the surface of the scalp, dissolving dirt and other obstructions from hair shaft, permitting healthy hair to grow. Works on the principle that you can't thread a needle with a clogged eye and you can't grow hair with a clogged scalp.

MAKE THIS CONCLUSIVE TEST

Have barber examine hair and scalp before using preparation. 2 weeks later have him examine again. If hair and scalp isn't 100% healthier, cleaner and better groomed, your money back! **We can't fail!** Each bottle of Formula #7 is specifically compounded in our laboratories to help your personal scalp condition; dry, oily or natural. You also receive FREE booklet on daily care of hair for extra benefits.

Endorsed by, good looking Steve Reeves, Mr. Universe.

SO SIMPLE TO USE

1 Apply tonic once a day with gentle massage.

2 Use Shampoo to thoroughly clean scalp once a week.

ORDER TODAY and receive FREE BOOK on Hair Care

MAIL THIS COUPON

Self-Improvement Inst. 88
16 Hopkins Ave.,
Jersey City, N. J.

Gentlemen:
I enclose $5.30 (tax incl.) for a full 2 month's combination supply of Weider Tonic and Shampoo. Send me formula best for my scalp condition which is ☐ Dry ☐ Natural ☐ Oily

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No COD's. Small postage extra. Canadian address: 4466 Colonial Ave., Montreal, Que., Canada.

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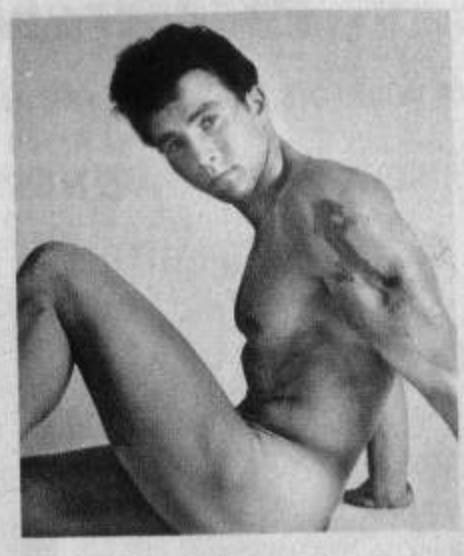

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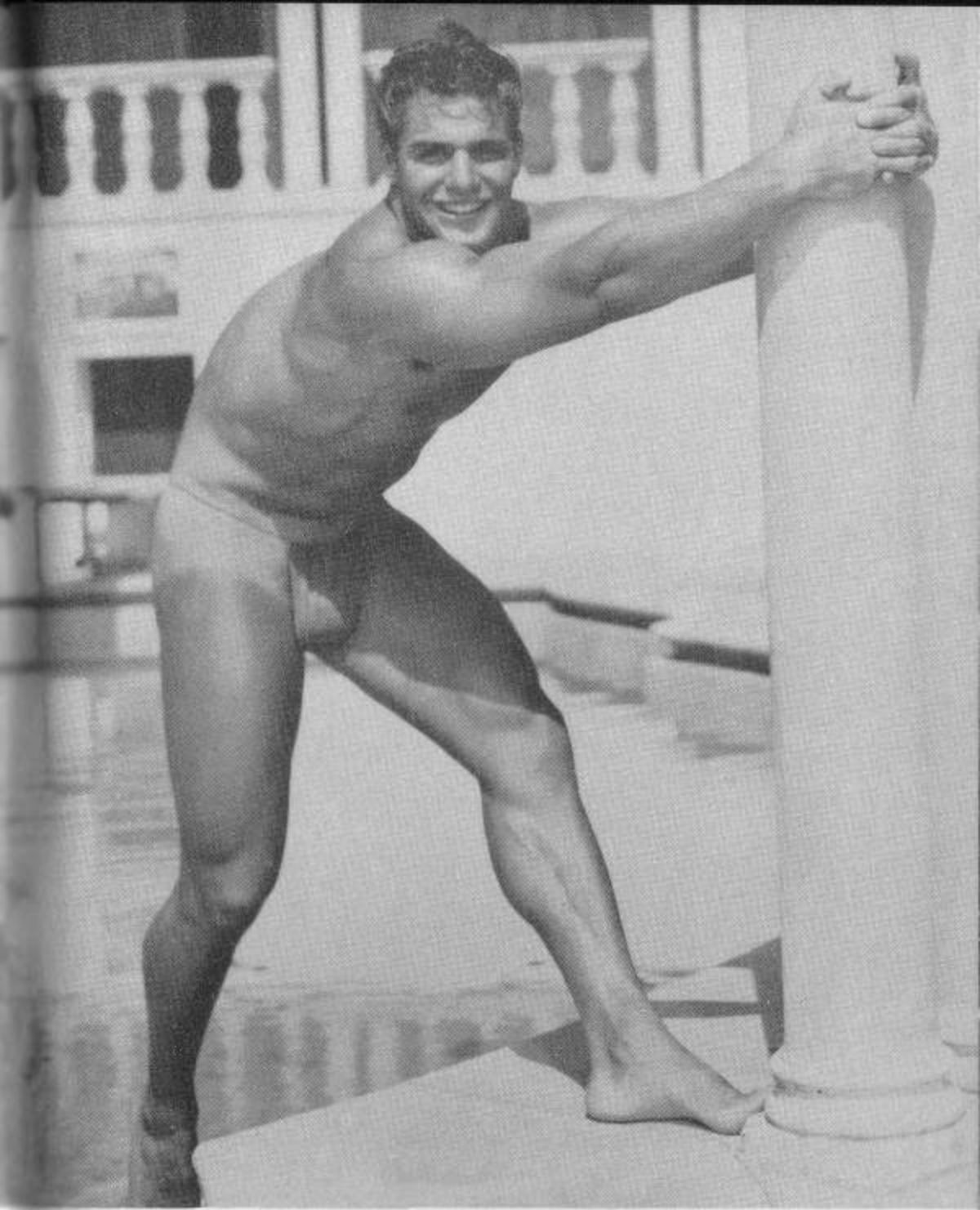
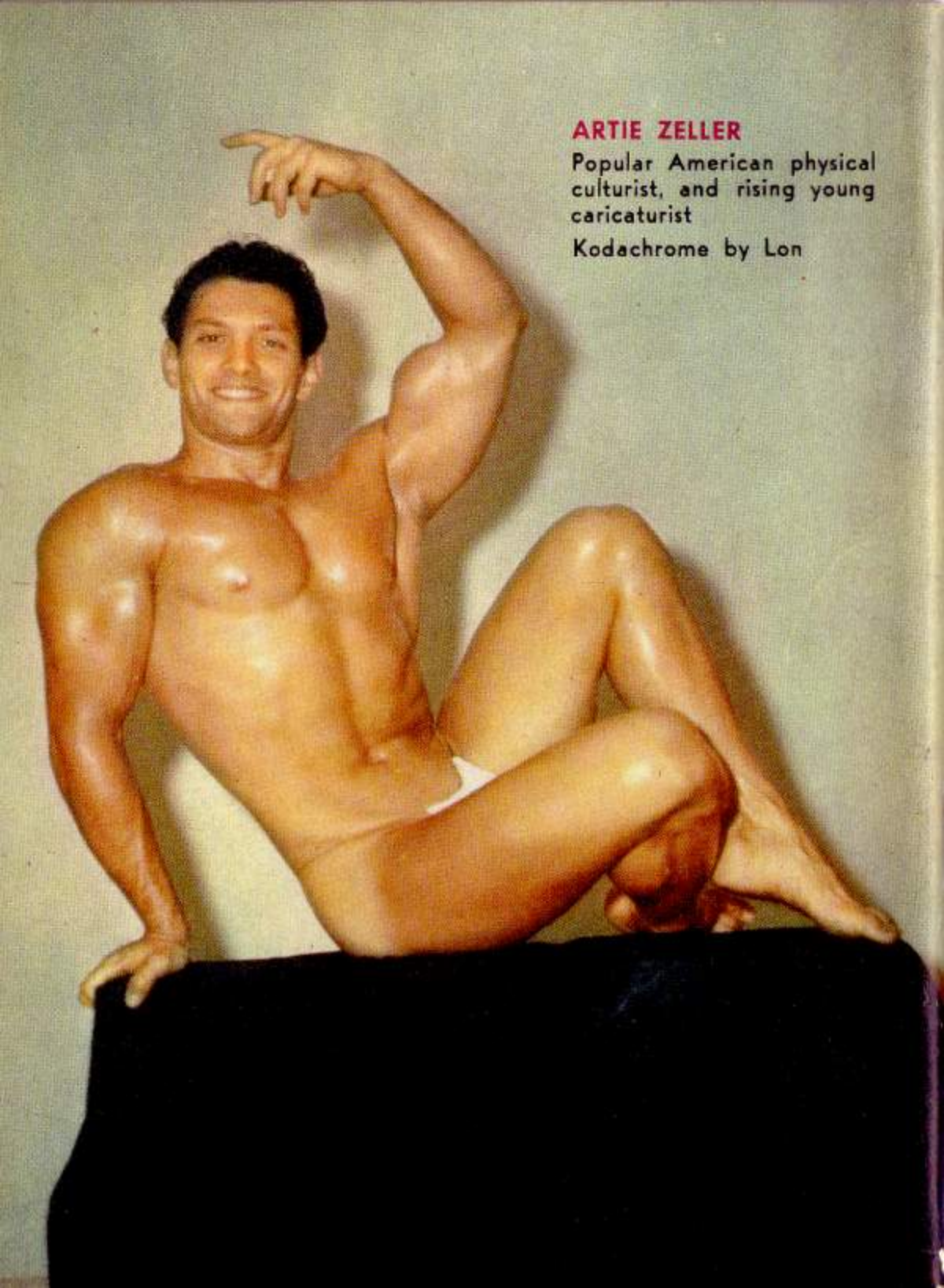


DICK DU BOIS by Athletic Model Guild

He tests his power like the Samson of old



ARTIE ZELLER

Popular American physical culturist, and rising young caricaturist

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